modern PACKAGING

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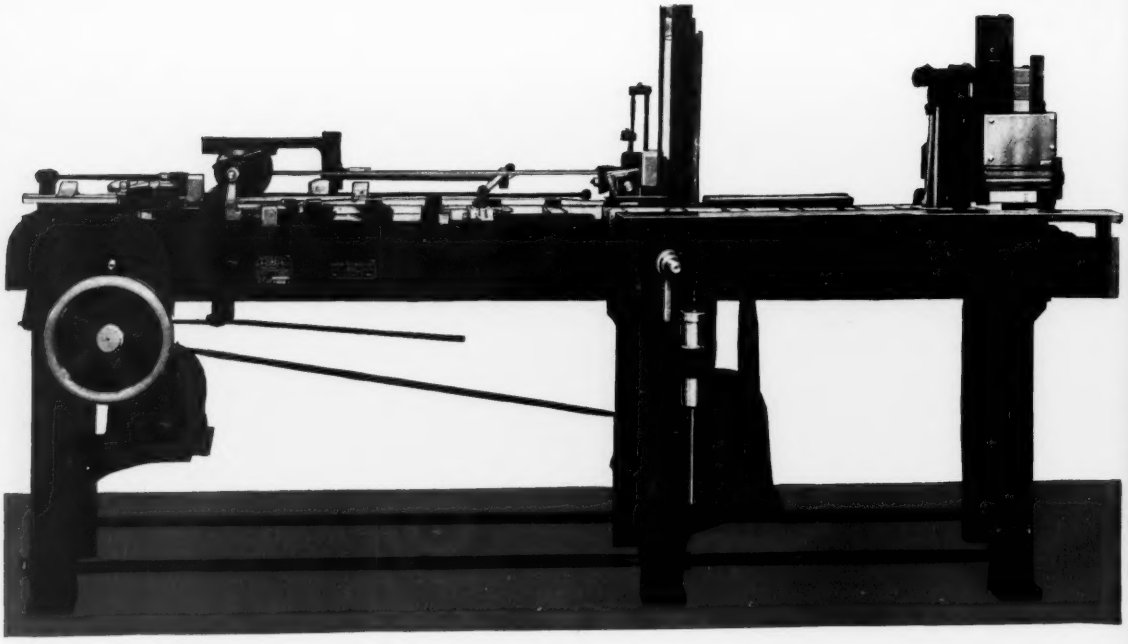
FACE-TEX
FACIAL BEAUTY
CLOTHS
MORE ECONOMICAL THAN TISSUE
SPECIALLY TREATED SOFT KNITTED COTTON CLOTHS FOR THE EASY REMOVAL OF FACIAL CREAMS AND COSMETICS

OCTOBER, 1931



IF you were driving, say from St. Louis to New York, and your car came to a dead stop every other second

How long would it take you to reach your destination?

What would happen to your engine?

Your brakes?

Your tires?

An intermittent motion automobile would be as correct in principle as an intermittent motion cartoner. Fortunately, automobiles do not operate on that principle. Cartoning machines did, however, till the advent of the

CONSTANT MOTION CARTONER

Without seeing one in operation you can have no idea of the simplicity, efficiency and productive capacity of the Constant Motion Cartoner.

There is one in operation near you, and we will be glad to arrange a demonstration upon request.

R. A. JONES & COMPANY, INC.

P. O. BOX 485,
CINCINNATI, OHIO

LABELS by FOXON

hold up the mirror of quality

Good things to eat must first be good to look at. Why frost the cake? Why brown the roast? Why sell food in fancy packages?

Food that is good to look at doubles the pleasure of eating. It also doubles the pleasure of buying, and hence the inducement to buy.

Dealers and retailers know this. They are looking for brands with eye appeal. The sheen of glass and transparent wrappings; the color and character of a Foxon label, *there* is a combination insuring one hundred percent counter contact.

THE FOXON COMPANY
227 West Park Street
Providence, R. I.

Please send us, without obligation, samples and more information concerning Foxon QUALITY labels.

Name_____

Street_____

City & State_____

Line of Business_____

MODERN PACKAGING

October, 1931 VOL. 5—NO. 2

For the Service of Those Industries Where Packaging Is a Factor.

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Just a reminder—we are eagerly awaiting those contributions to our "Ideas" department which we know are literally seething in your active brain. And don't forget—there's a reward for labor in this offer. Not only one but two, if your idea strikes the note of popular and practical fancy.

The article on page 25 brings you first-hand data on the latest development in package design. For the first time, the possibilities synthetic plastics hold for the creation of original package ideas has been demonstrated. So much has been done in this first effort, future presentations are enthusiastically awaited.

On page 48 appears another valuable instructive article by Francis Chilson on the construction of packages for their successful application to automatic equipment. This time Mr. Chilson goes into the designing of cartons, both tight wrapped and printed variety.

Through the courtesy of Brooks & Porter, Inc., we show on the front cover the carton for Face-Tex facial cloths which embodies excellent design and color principles.

CHARLES A. BRESKIN—General Manager. **D. E. A. CHARLTON**—Editor. **LAWRENCE LEY**—Advertising Manager. **ANN DI PACE**—Assistant Editor. **EARL I. CARMODY**—Western Manager. **E. R. GORDON**—Production Manager. **EDWIN L. LEY**—Art Director. **PERRY H. BACKSTROM**—Eastern Manager.

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TEST *it and* SEE

TESTS — practical tests — prove NYMPHRAP EXTRA (moisture-proof transparent cellulose paper) can be sealed with heat tightly enough for most purposes, thus avoiding the use of adhesives or solvents when these are objectionable or undesirable.

Wrapping and sealing on rapid automatic machines and by hand are accordingly simplified. Adhesives may be used with NYMPHRAP EXTRA when desired for either machine or hand-wrapping or for special purposes.

This self-sealing with heat, plus its moisture-proofness and its clean transparency, makes NYMPHRAP EXTRA the ideal wrapper for all food products.

NYMPHRAP EXTRA is free from tri-cresyl-phosphate.

When next you buy or specify transparent cellulose, investigate NYMPHRAP EXTRA (moisture-proof) and SYLPHRAP (non moisture-proof). Our technical staff will gladly assist in the solution of your packaging problems.

(U. S. PATENTS APPLIED FOR)

SYLVANIA INDUSTRIAL CORPORATION

122 E. 42nd ST., NEW YORK CITY

WORKS, FREDERICKSBURG, VA.

● The Old Way

● The New Way

One of a series portraying package design changes which Redington Engineers have had a part in developing, both by offering suggestions and by providing machines for producing the improved package.

This New Wrap

Provides Greater "Customer Convenience"

What little, simple and undramatic details in package design sometimes help make for Business Leadership! Walter Baker & Co. heard that housewives objected to the following inconvenience: When a cake of Premium Chocolate was taken from the carton, it had to be completely unwrapped and turned over before a section could be removed.

This inconvenience was caused by having the seam of the wrapper on the bottom as shown in the photograph above. Baker's asked Redington Engineers if this seam could be put on top to provide greater "customer convenience." This was accomplished by designing a new type of Redington Combination Wrapping and Cartoning Machine. These new Redingtons are now packaging the ½-pound cake at *double the speed* of the old machines, at an appreciable saving in floor space—another proof that

"If It's Packaging—Try Redington First"

F. B. REDINGTON CO., *Est.* 1897—112 So. Sangamon St., Chicago, Ill.

REDINGTON

Packaging Machines

Economical for Packaging—Cartoning—Labeling—Wrapping

● The Old Way

● The New Way

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REDINGTON

Packaging Machines

Economical for Packaging—Cartoning—Labeling—Wrapping

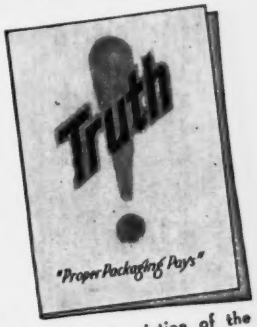
YEAR ROUND PROTECTION

IT is obvious that your product on its way from factory to consumer must face different conditions in July than in January. Temperature and humidity vary the year round and will affect it differently.

That your package may give full protection to its contents, from deteriorating influences under all these varying conditions, the KVP Research Laboratories were established.

Here is equipment and trained staff to determine the effectiveness of your present package, at no cost to you. We determine and advise you also as to the material that has the best protective values for your particular product under all the conditions it must face. Where this ideal packaging material is not already available we will find it for you.

Here is a real package service. Take advantage of it.



For a description of the methods and work of the KVP Research Laboratories send for this booklet.

KALAMAZOO VEGETABLE PARCHMENT CO
KALAMAZOO MICHIGAN

KVP PROTECTION PAPERS

IT IS KNOWN BY QUALITY KEEPS IT

KEEP in the quality you **pack** in. Retain all the original aroma and taste; protect it all the way to the buyer's table. This is the final test of Quality and Profit.

AND BOTH DEPEND ON THE WRAPPER!

Today markets reach farther than ever. Yet both distance and time are overcome by the use of KVP Protective Papers.

They render the most varied and exacting types of service to the satisfaction of leaders in all lines of food industry.

Whatever your need, you may entrust your **quality** to KVP Papers. They guard against loss of flavor and outside taint. They are odorless, tasteless and resistant to water, grease and oil.

Let KVP research engineers advise as to the best type of wrapper for your special needs. Write for information and samples.

KVP

ECTION

PA ERS

Kalamazoo Vegetable Parchment Co.

KALAMAZOO - MICHIGAN

CARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet *your* requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we *can* solve them.

CHICAGO CARTON COMPANY

4411 Ogden Avenue

Chicago, Ill.

ONE GIRL

Can Operate a Battery of AUTOMATS

Continuous Packaging Process— Forms, Fills and Seals Automatically

Cellophane or other wrapping material fed from roll

IF your product is free flowing or semi-free flowing—Automat will package it at a surprisingly low cost. It will use either single or double thickness, including moisture-proof material.

Speed of production varies with size of package and nature of product. More than 1750 per hour is average.

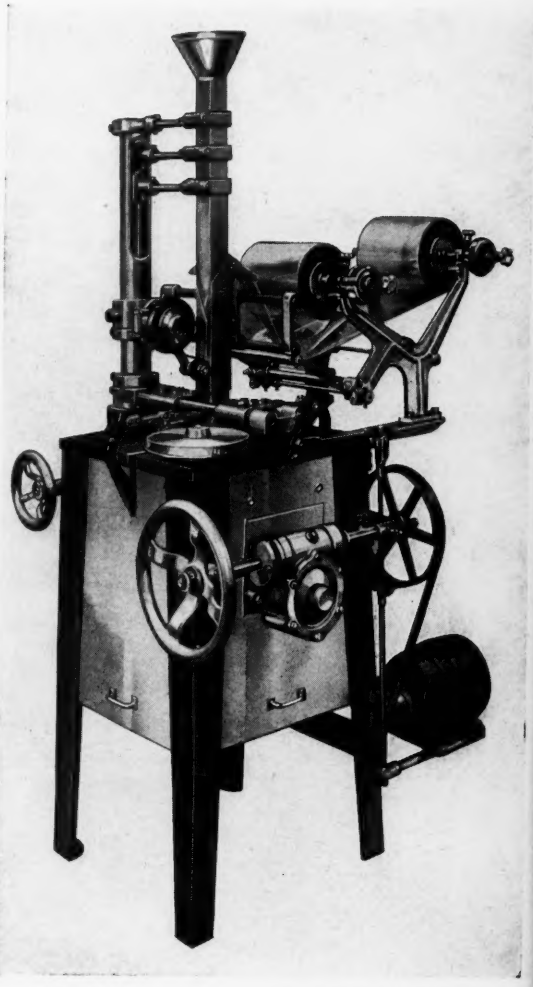
This machine can be synchronized with automatic weighing—delivering material to hopper. Product drops from hopper into packages that have been formed from roll. Top and bottom of package are sealed with metal sealing strip which gives flat ends.

We invite an opportunity to talk over your packaging problems with you. There is no obligation on your part.

Flat end fold with metal seal is exclusive Automat feature.

A Patented Method

The Automat closes ends of the package automatically at high speed, producing flat, air-tight and moisture-proof seal. This enables stacking of packages for display as well as ease in cartoning.



This machine requires floor space of only 46″ x 36″. Uses ½ H P. Motor and can be operated from light socket.

AUTOMAT
AUTOMATIC PACKAGING EQUIPMENT

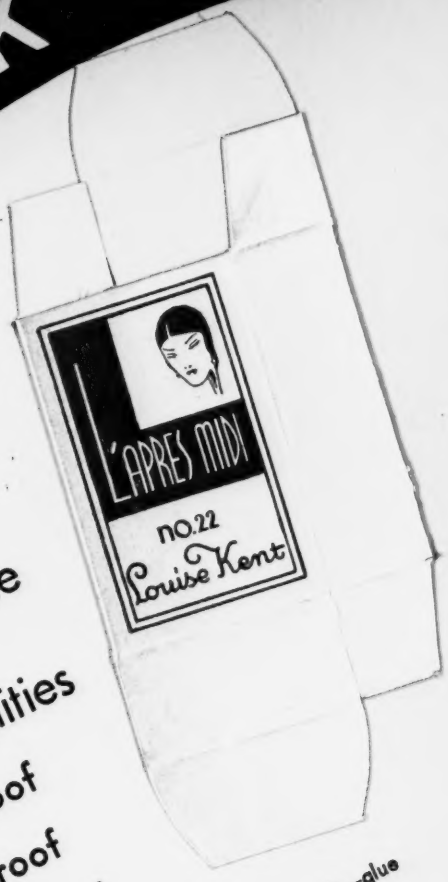
THE AUTOMAT MOLDING & FOLDING CO.

New York Office
43 Murray St.

Toledo, Ohio

Los Angeles Office
306 Calo Building

NEW! ARTCOTE CARTON STOCK



Excellent Printing Surface and Folding Qualities

Waterproof

Scuffproof

Tarnish-proof

Take this sheet and turn it over; score it—fold it—print on it—glue it—test it for yourself.

This is Artcote Folding Carton Stock! A new member of the Artcote Gold and Silver Paper family. It has the same fine, smooth printing surface to which you have entrusted your most particular work; but it is a real carton stock. That means Artcote is now ready to be made into de luxe cartons of all types—into display cards—into platforms and carrying cards in boxes—into hundreds of effective sales ideas where both printing surface and folding qualities are required.

Lead the trend toward today's fast predominating favor for gold and silver by producing cartons of Artcote! The uncoated side of the stock is clean and printable as well as the gold or silver surfaced side, making it thoroughly practical and usable for cartons.

Try this sheet! Additional samples and information on request.

This is ARTCOTE ™ M. REG. U.S. PAT. OFF. *No. 3316*

Folding Carton Stock

Supplied in Sheets 22x28—Furnished Grain Short or Long Way.

Manufactured by

ARTCOTE PAPERS
INC.
IRVINGTON, N.J.

FOUND . . .

A New, Beautiful Material

for window and interior displays

Interior overhead display incorporating Nile Green and Sand colored Billowpak, designed by Harve Ferrill, Neighborhood Stores Display Service, Chicago.

BILLOWPAK is proving marvelously adaptable to attractive display effects. It is astonishingly easy to use. With just two paper clips, for instance, you can form a beautiful pillar that will support a 25-pound weight.

You can make easels, panels, pedestals, backgrounds, lamps, translucent screens, floors, cut-outs. Practically any desired color harmony or contrast may be had. Light and shadow effects are very attractive.

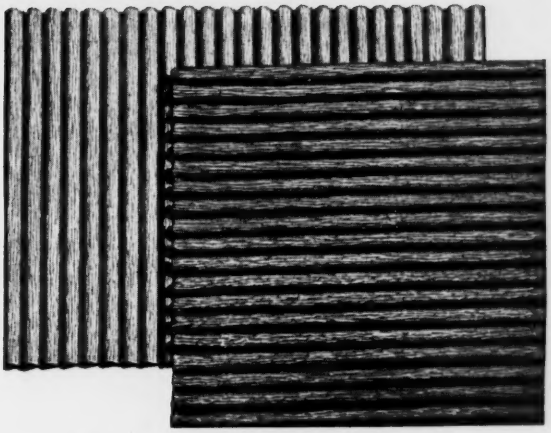
Startling new effects can also be obtained by using silk screen process printing—on the back or front—in combinations of colors, or silhouettes in unlimited shapes and forms. Or beautiful and unusual results can be obtained by fast air-brush painting. You can use illustrations which tie up with magazine or outdoor advertising campaigns.

Mail coupon and we will be glad to send color samples, prices, etc.

BILLOW PAK

REG. U.S. PAT. OFF. AND FOREIGN COUNTRIES

THE NEW COLORED DISPLAY MATERIAL



Half-size photo of Billowpak; comes in rolls 40 inches wide, 10 yards long, in many colors, rainbow effects, marble and interesting seasonal designs.

KIMBERLY-CLARK CORPORATION, Mfrs., Neenah, Wis.
Address nearest sales office at:
8 S. Michigan Ave., Chicago 122 E. 42nd St., New York City

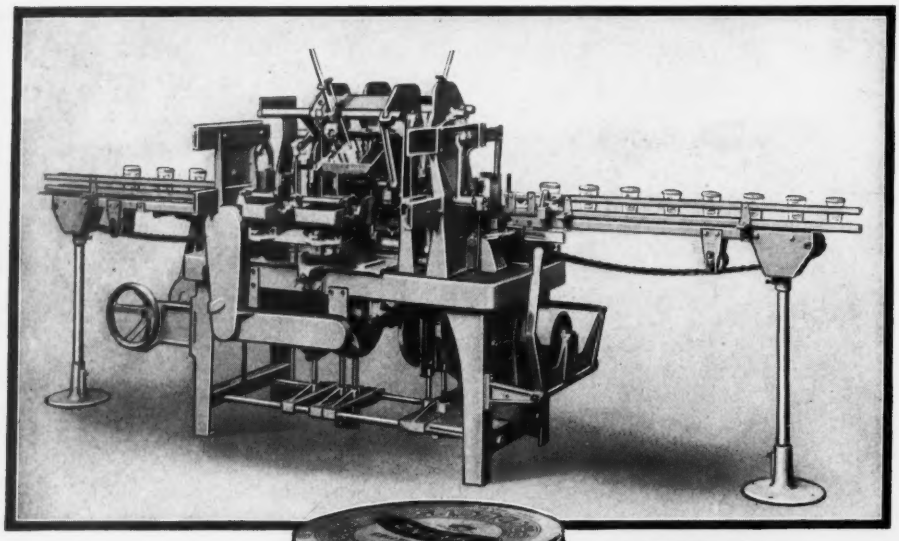
Send samples of Billowpak; colors.....

Company.....

Attention of.....

Address.....

MP-10



Another World labeling success» Heinz Peanut Butter made by H. J. Heinz Company Pittsburgh, Pa.

Heavy fluted tapered jars, two labels at one operation

WORLD Automatic Straightaway Labeler is made in two types» for face labeling and double labeling at one operation.

This fully automatic machine is proving its worth, labeling flat, round, oval or panel bottles and jars and other packages in various sizes.

Let us show you how this outstanding machine can increase your profits.

ECONOMIC MACHINERY COMPANY

Largest Manufacturers of Labeling Machines in the World

WORCESTER, MASS., U. S. A.

WORLD LABELERS

FINE FEATHERS

PROUD of his beauty and rightly so, there stands the peacock. A gorgeous array of shimmering color. Golden yellows, bright greens and brilliant, beautiful BLUES!

Picture, too, your product . . . of which you are proud . . . gorgeously arrayed . . . in a rich, gleaming Maryland Blue Bottle. . . . A colorful sight . . . full of sales appeal . . . to catch the consumer's eye!

Perhaps one of the popular stock shapes and capacities we now make will fill your need. If not, we'll gladly design others especially for your requirements. You'll find more information about these colorful bottles on the next page.

MARYLAND BLUE BOTTLES

It takes COLOR *to sell goods now!*

TIME was when almost any package would do. Not so many products to choose from. Not so much competition for the consumer's interest—and income. But now, appearance is an important factor. From motorcars to tooth brushes, manufacturers must meet the demand for improved appearance. And appearance is most improved—attention is most easily gained—by color.

How can you give your product a more attractive—more colorful appearance? By clothing it in a brilliant Maryland Blue Bottle. These royally colored bottles make any product look—and sell—better! The manufacturers of many of the most successful products on the market are using Maryland Blue Bottles as a means of increasing sales.

You'll want to see how *your* product will look in one of these gorgeous bottles. Let us send you samples—we make them in a wide variety of popular shapes and sizes, in addition to the special designs made for many famous products.

Modern equipment, skilled workmen and high-grade materials are your assurance that all Maryland bottles are of uniform quality, accurate capacity and dependable strength.

Write today, telling us the nature of your product and what size bottle you use—or, better still, send us a sample of your present container.

Maryland green tint and flint bottles are of the same high quality as Maryland Blue.

MARYLAND GLASS CORPORATION

BALTIMORE (M) MARYLAND

MARYLAND BLUE • GREEN TINT • FLINT BOTTLES

New York Representative: 270 BROADWAY

Pacific Coast Representative: ILLINOIS PACIFIC COAST CO., San Francisco, Cal.

BUNDLES *of* SALES

Signed, sealed and delivered in Cellophane

SIGNED—In the consumer's eyes Cellophane stamps a product as quality merchandise worthy of thorough protection and her special consideration.

SEALED—With Cellophane you can let the curious maul and handle. You need not even think about soilage or markdowns. Cellophane permits the true color and texture of each unit to be seen clearly. Yet the product is safe.

DELIVERED—Cellophane ties three sales into one. It gives the shopper a harmonious ensemble of towels, washcloth, and bath mat.

Time and again Cellophane has been a valuable aid in introducing and merchandising new sales units like the Martex Ensemble. It is as ideal for multi-units as for single items. Perhaps it offers equal possibilities with your product. Our packaging specialists will be glad to help you develop them. Write to Du Pont Cellophane Company, Inc., 2 Park Ave., New York City.

SOLD . . . *two bath towels, one wash cloth, one bath mat in a multi-unit Cellophane package—The Martex Ensemble.*

DU PONT CELLOPHANE
REG. U.S. PAT. OFF.

Cellophane

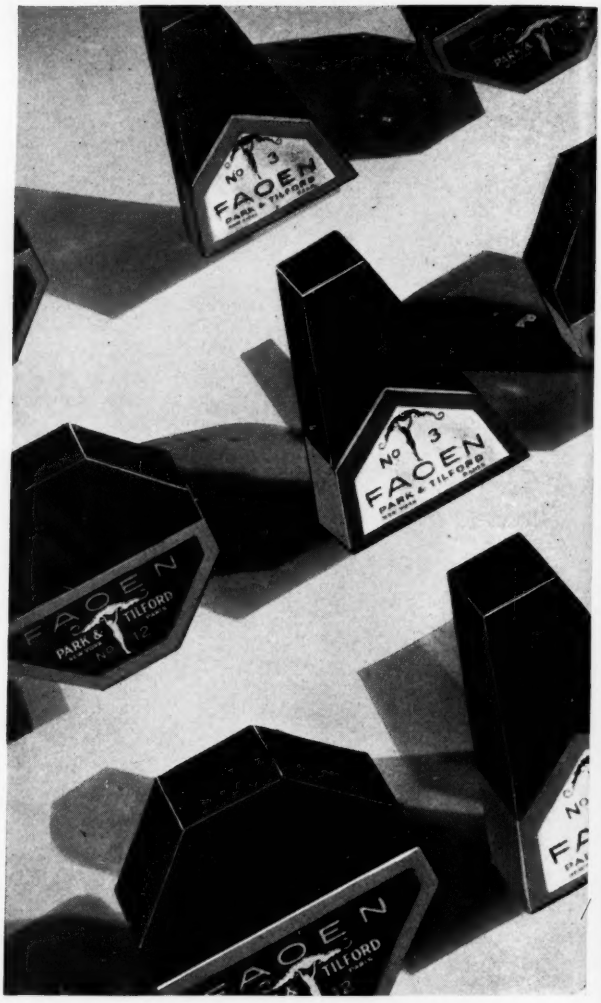
Cellophane is the registered trademark of the Du Pont Cellophane Co., Inc., to designate its transparent cellulose sheeting

Just Right

for Many Purposes • • •

The striking design of Faoen perfume vials could have no more perfect types of closures than those molded by Norton Laboratories. This is one of many Norton product engineering ideas.

Unique molded closures by Norton Laboratories may be individually designed to perfectly complement your container. Not only can Norton molded closures be produced in any desired shape and design, but they are available in all colors.

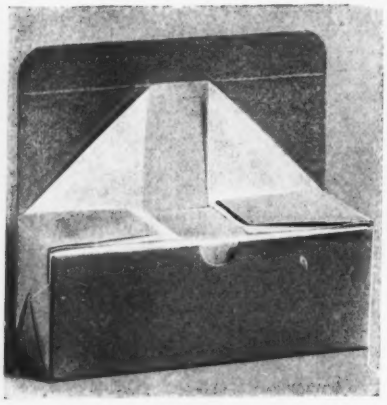


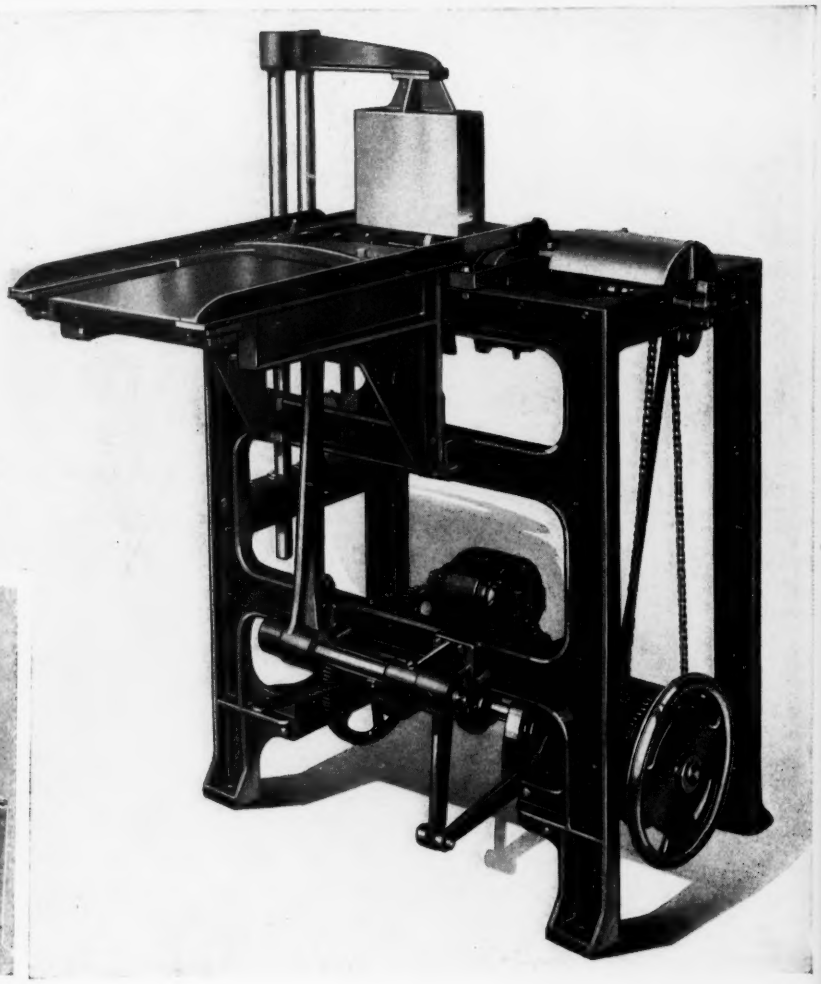
Just because the shape of your container is unusual, you are not prevented from acquiring the complete, harmonious ensemble achieved in this case.

Perhaps your present problem is similar—if so, Norton can complete the picture.

Norton Laboratories, Inc.
Lockport
New York

PETERS JUNIOR FORMING & LINING MACHINE





The Modern Machine for Profitable Production

TO maintain profits while making reductions in labor is not easily accomplished—unless Peters comes to the rescue. The Junior Forming & Lining Machine illustrated is a striking example of this. With it, one operator can form and line 35 to 40 cartons per minute.

Although the Junior is a reduced edition of the regular Peters Forming and Lining Machine it has not been reduced in efficiency or service. It requires less floor space but delivers cartons formed and lined with the same perfection.

Peters popularity grows with the years, for passing time proves that the performance of Peters Machines is beyond all expectations. Its efficiency helps to maintain production on a profitable basis.

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A

styled to your needs

papers

by LOUIS DEJONGE

CHICAGO PHILADELPHIA NEW YORK

samples upon request

SHOULD A TRADEMARK WEAR WHISKERS?

TRADEMARKS ARE as old as trade. They are kin to totem, badge and brand. Many a trademark proudly in use today goes back to the age of mustache cups. Whiskers are honorable, even venerable. But . . . in these smooth-faced times are they 1931?

The trademark which, figuratively speaking, wears whiskers implies that the product wears them. It exclaims in effect "Stop laughing and buy this funny old mummy!"

Every old trademark should be de-whiskered every ten years, even if it gets only one modern trimming. Every new trademark should be conceived by a really fine artist so that clearness, colorfulness, dignity, remembrance value, sometimes nobility and imaginative beauty are imprisoned in a label.

The trademark should be made to earn its own living as an advertising medium. Every farmer knows that inferior seeds are dear if he pays anything for them at all and would be dear even as a gift.

We have designed some of the most famous trademarks in America. We make them unique, simple, symbolic, dramatic, unforgettable. The cost is a mere drop in the bucket. The worth to a business of a truly modern trademark is beyond calculation.

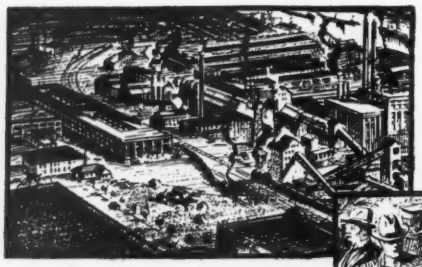
MARTIN ULLMAN

250 PARK AVENUE · NEW YORK · ELdorado 5-6967

Although this advertisement is about trademarks Martin Ullman also creates ultra modern **PACKAGES · WINDOW DISPLAYS · LETTERHEADS** and dynamic **IDEAS** for Newspaper, Magazine, Outdoor and Direct Mail Advertising

NATIONWIDE

HORSEPOWER



Eighteen manufacturing plants at strategic points

BRAIN POWER

Engineers, research workers and designers continually striving to improve our containers

MAN POWER

Twenty-nine branch offices . . . a nationwide network of helping hands

at your service at all times

The 18 factories of the Owens-Illinois Glass Company, together with the 29 branch offices and the field personnel of these offices are so knitted as to speed up delivery and maintain the high level of Owens-Illinois service wherever glass containers are used in packaging.

This personnel is in daily touch with every field of endeavor in which glass containers of any kind are used. We want you to feel that these outposts of Owens-Illinois are at your service—not merely as selling organizations but as intelligent advisers and service men on any of your packaging problems.

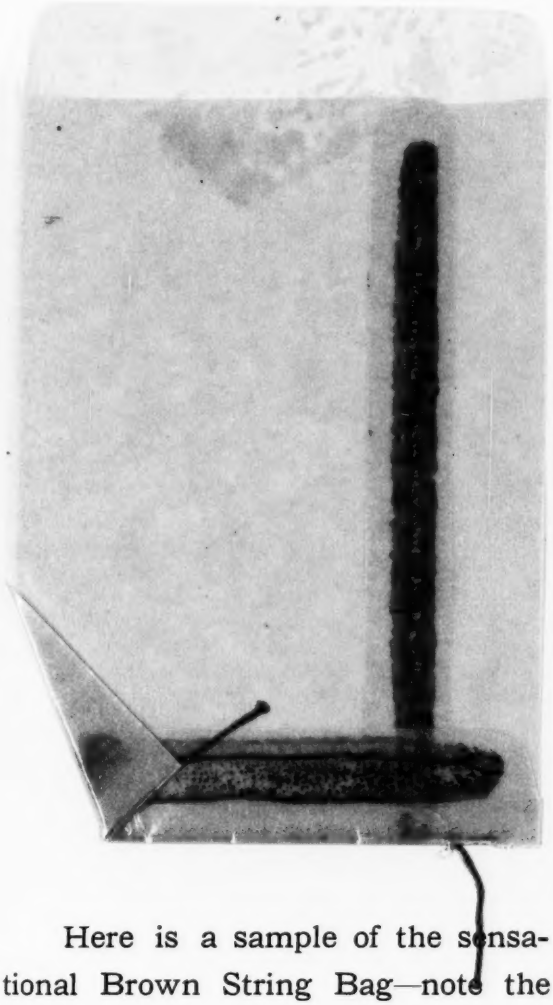
Through them, you are invited to avail yourself of the service of our New Uses & Research Division or any part of our organization that can be of help to you in making your business more successful or in improving on the usefulness of our glass containers to you.

Owens-Illinois Glass Company, Toledo, O.

OWENS-ILLINOIS

BOTTLES AND GLASS CONTAINERS

ZIP! and IT'S OPEN!



Here is a sample of the sensational Brown String Bag—note the double bottom fold—the glue and string cannot touch the contents—an exclusive patented feature—and it's "SIFT PROOF."

Write for samples of these bags for test packaging.

Zip and your bag is open—what convenience—what customer satisfaction—what a selling feature for your product.

Customer satisfaction means repeat orders. This new style bag—an exclusive Brown patent—is available to you for all products dispensed in small units, over the counter or in the home, for one time use.

BROWN BAG FILLING MACHINE COMPANY

Fitchburg, Mass.

THESE BOTTLES SHOW

HOW DUREZ FITS INTO THE PLANS OF THE MAKER WHO KNOWS HIS MARKET

DUREZ closures are not for the man who thinks today's packages are the same as last year's. But to the man who knows that gingerbread styles have gone, who knows that a product has to *look* right as well as *be* right, Durez closures offer a powerful weapon for sales!

What every druggist wants

Owens-Illinois Glass Co., of Toledo, realizes this fact. Here is a leading manufacturer of prescription bottles, dealing with druggists, who thinks it *important* to advertise that their new prescription bottles have *molded caps!* Those caps are made of Durez.

In nine sizes, for every need of the druggist, the bottles are simply, carefully designed. Notice their dignified, professional appearance. Durez caps, skilfully molded, set the glassware off to good advantage, and make what this company calls "the perfect package."

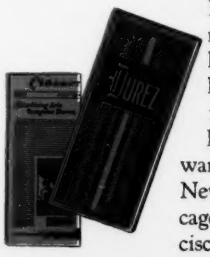
People who tried and proved

Owens-Illinois is only one of many manufacturers who know what to do when it comes to packages. The list of Durez users includes such famous names as Squibb, Listerine, La Lasine, Zonite, Pebeco, J. B. Williams, Johnson & Johnson, Colgate-Peet, and scores of others.

These concerns find that Durez closures are strong, yet light. Resistant to acids, oils, destructive agents, they will not discolor the contents, or corrode in contact with the product, under ordinary conditions. . . . Easily gripped, Durez closures screw down so tightly that leakage is avoided.

Write for details

We shall be glad to send you complete information about this amazing compound, illustrating its usefulness not only for caps and closures (95% of all molded closures are made of Durez), but for all kinds of trays, jars, boxes and other modern packages. Write for "Closure News," a free monthly booklet, to General Plastics, Inc., 101 Walck Rd., N. Tonawanda, N. Y. Also New York, Chicago, San Francisco, Los Angeles.



THE MAKERS OF DUREZ ARE ALSO THE MAKERS OF DUREZ INSULATING VARNISHES AND LABEL CEMENT

T

I

THE APPEAL OF

DISTINCTIVENESS

The Appeal of Distinctiveness

Is the merit of your product hidden in drab clothes? Or does it stand out with the distinctiveness and freshness of the lily, which "needs no painting"?

A certain candy—of unusual quality—was making its way very slowly. When the box was dressed up in embossed Paperglas, sales jumped. Why? It stood out among the many candies. The distinctiveness of its sparkling, clean wrapper caught the customer's eye and hinted at the quality within.

The crisp, fresh tastiness of a package of crackers could not get the eye of the shopper. A wrapper of embossed Paperglas did. It made it distinctive. It scintillated with purity, freshness, cleanliness. It stood out among the crowd.

A child's garment was lifted from obscurity when wrapped in Paperglas. It caught the buyer's attention. It not only showed the article itself, but by its added sparkle and attractive embossing gave it distinctiveness. And it kept the product fresh and clean!

If you would have your product stand out from the crowd —if you would add beauty, freshness, distinction to it—if you would keep it fresh and clean on the dealer's shelf—then think of Paperglas.

Of course, we will send you samples. You may find our suggestions will increase your sales more than you expect.

WESTFIELD RIVER PAPER COMPANY, INC.
RUSSELL, MASSACHUSETTS

NEW YORK OFFICE, 501 FIFTH AVENUE

THIS STOCK IS—RING PATTERN—24x36—25 LB

No. 4—17M—5-31

Printed in U.S.A.

A PINCH OF SALT

can "make" a cake or break a manufacturer

To the housewife a "pinch" of salt amounts to simply a little difference in flavor . . . But to the manufacturer who packages the salt she uses, a few pinches overweight or waste per package can easily mount to thousands of dollars lost profits in several million packages a year.

Naturally, America's largest manufacturers of salt lay particular emphasis on the accuracy and dependability of their packaging operations. The fact that the majority of them use Pneumatic packaging machines proves, more than volumes of facts and figures, that this is the most efficient mass-production packaging method.

In over forty years of leadership in the field, Pneumatic machines have become the most widely used packaging method in every industry. There is no better information available to you, as a prospective purchaser of packaging machinery, than that contained in a booklet entitled "An Interview." Write for it. Pneumatic Scale Corp., Ltd., 71 Newport Avenue, Norfolk Downs, Massachusetts.

PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers—Lining Machines—Weighing Machines (Net and Gross)—Top Sealers—Wrapping Machines (Tight and Wax)—Capping Machines—Labeling Machines—Vacuum Filling Machines (for liquids or semi-liquids)—Automatic Capping Machines—Automatic Cap Feeding Machines—Tea Ball Machines

PNEUMATIC SCALE
PACKAGING - MACHINERY

PNEUMATIC SCALE CORP., LTD., NORFOLK DOWNS, MASS.

Branch Offices in New York, 26 Cortlandt Street; Chicago, 360 North Michigan Avenue; San Francisco, 320 Market St.; Melbourne, Victoria; Sydney, N. S. W. and Trafalgar House, No. 9 Whitehall, London, England

A SPECIAL significance attaches itself to every key on this ring. Each one is a necessary adjunct to one particular lock—and only that one.

In the construction of machinery, a very small attachment incorporated into the design might be the key that completes the 100% efficacy of that machine—that makes it different from all other machines of the kind, and gives the "reason why" for its superiority.

These construction "keys" are not always discernible to the casual eye. But they show themselves in all their value when the machine is put in use and does its job better and more quickly and more economically and for a longer time than other machines.

The International Paper Box Machine Co.

Nashua, New Hampshire, U. S. A.

The key may be small but . . . . . .

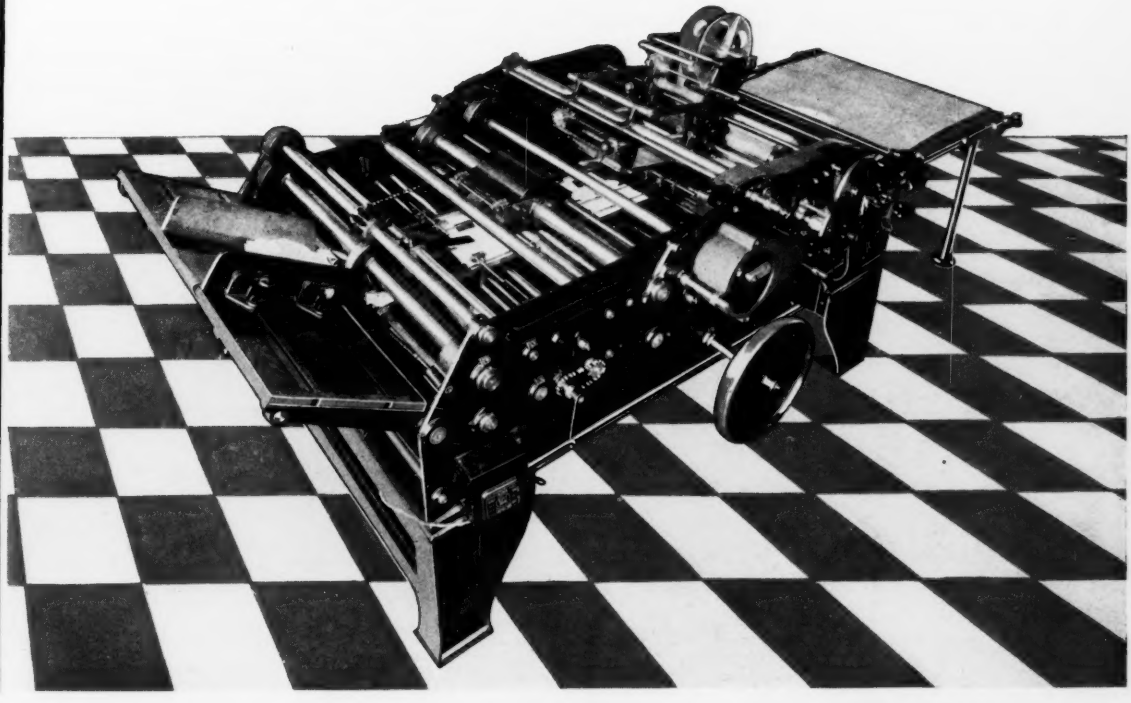
it is often the least impressive key that opens the most important lock. You might go all over *International's* new Cellophane window applying machine and fail to place a great deal of significance on its glue pot and yet, the designing ingenuity that suggested the modeling of a glue pot of this unique type has brought 100% efficiency to transparent cellulose window applying operation. It's just the *right* key for this particular problem.

There are no other machines with *International* features. For instance: the transparent cellulose is fed by a positive clutch and suitable brake system, synchronized with the positive chain blank carrying mechanism. Since positive mechanisms are used to control the register of the window and carton, and to measure the length of transparent cellulose cut off, there is a variation of not more than 1/32″ at 120 blanks per minute. At a speed of 150 blanks per minute there is only a slightly greater variation.

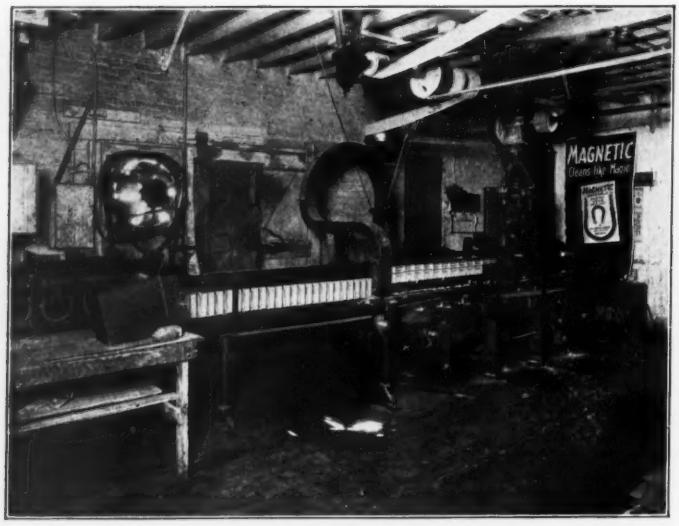
Be sure the machine you buy is *completely* designed to give the service you expect from it. Let an *International* engineer explain the *built-in* features.

The International Paper Box Machine Co.

Nashua, New Hampshire, U. S. A.



check and DOUBLE *check* THESE FACTS



A Packomatic Carton Sealer and Filling Machine, packs Magnetic Crystals at a speed of 60 per minute for The Lavo Company of America, Milwaukee, Wisconsin.

The outstanding fact about Packomatic Machinery is that it's known in more than 2000 manufacturing plants as money-saving equipment.

As never before, Packomatic Machinery is being used throughout the industries that have packaging problems to meet. And it is helping them whip these production problems, saving hand labor, floor space, and producing more uniform packages.

Packomatic Machinery is a doer of the old work in a new way. A convenience? You bet! But primarily it's a money saver.

Let one of our Engineers show you Packomatic economy, and how it will effect a great saving in your plant. This information will cost you nothing but your time. Phone us—Wire us—Write us. Our Engineer will meet you any time, any place.

WRITE FOR NEW CATALOG

A FEW PACKOMATIC USERS

The Quaker Oats Company
Canada Dry Ginger Ale, Inc.
George A. Hormel Company
Lavoris Chemical Company
Maxwell House Products Company
Ohio Salt Company
Thomas J. Webb Company
Procter & Gamble Company
The Sanitary Grocery Company
The Carnation Company
The Postum Company
The Cream of Wheat Corporation
The Pepsodent Company
National Biscuit Company
The Diamond Crystal Company
The Kellogg Company
Great A. & P. Tea Company

PACKOMATIC
PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices: NEW YORK ST. LOUIS LOS ANGELES

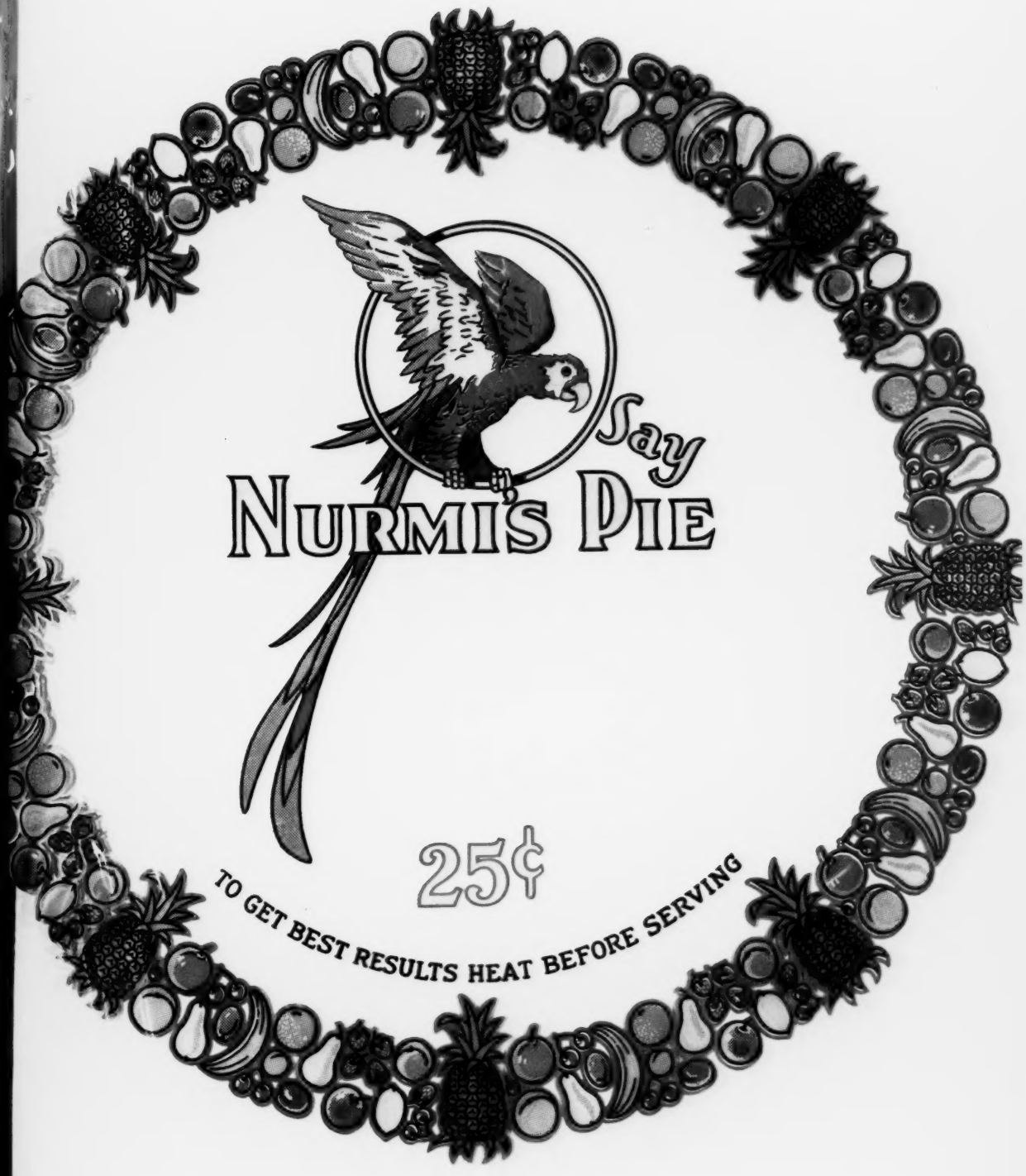
For best results heat before serving
Home Style
PIE
25¢
"Mother's Only Competitor"

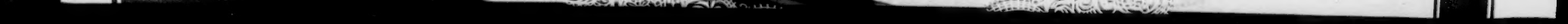
PIE

25¢

For best results warm before serving.

PIE BAKERIES OF AMERICA, INC.


Say
NURMIS PIE
25¢
TO GET BEST RESULTS HEAT BEFORE SERVING



HILMAR

PRODUCTS COMPANY

Color

CHICAGO, U. S. A.

BOWE-PERRY

SPECIAL

25¢

BOWE PERRY PIE CO.
ST. LOUIS, MO.

Multi-Color CREATIONS for BETTER Packaging

Sample tipped on with Scotch Cellulose tape. Full information on request.

What Does YOUR Package Say?

Does your package stand out on the display counter, arresting the eyes of prospective buyers? Does it say to them, clearly and loudly, "Buy ME!"?

Products dressed in Cellophane wrappers, processed in SHELLMAR MULTICOLOR always command preferred display position. Here their flashing colors and spirited designs excite interest—compel attention—and *get your message across!*

"Here is a quality product," they shout. "Look at it! Its goodness is apparent! It is sanitary—fresh—protected! Its maker is proud of it; that's why he presents it in a quality wrapper."

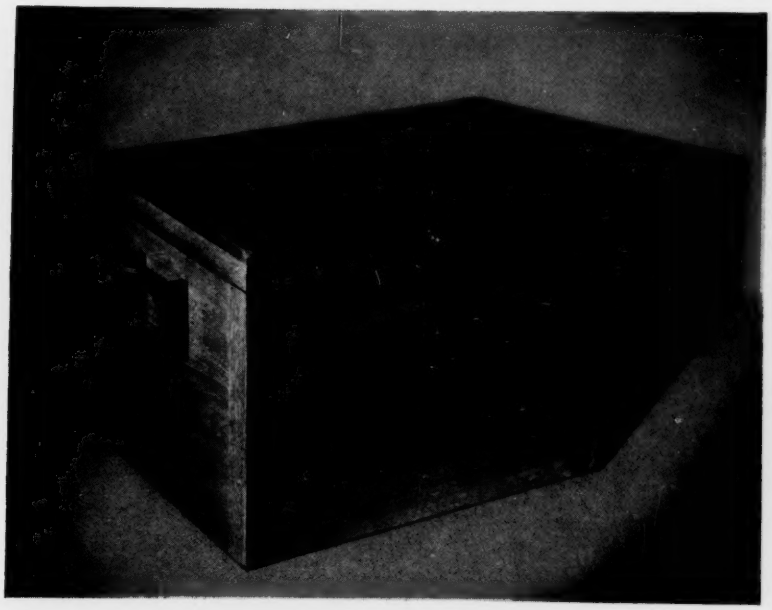
The results? Stimulated buying impulses—increased sales—better profits. Ask the man who uses SHELLMAR MULTICOLOR.

If your good product is suffering from package anemia, if its message is lost in the clamor of its better-dressed competitors—let SHELLMAR'S experts show you how to put life and punch into your sales presentation.

This service is free—ask for it. Send samples of your present package today—and give your product a sales transfusion.

SHELLMAR PRODUCTS COMPANY

3501 W. 48TH PLACE - CHICAGO

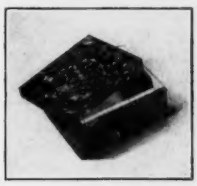


It's packed full of packaging ideas

Of course you are interested in better closures and containers—that is why we have prepared this cabinet full of packaging ideas for you. We will be pleased to let you have it for a week, or longer if you wish. Examine its contents at your leisure, perhaps you may find an idea for your own packages that will more than repay you for the time it will take.

Lift the lid—there you will find two trays displaying an assortment of forty-eight colors of Bakelite Molded, lustrous black, brilliant reds, soft greens, warm yellow, and many other attractive shades and hues. Open the door at the front—the first drawer contains tube caps in many shapes and colors—the second drawer—well! why not send for one? We cannot do it justice in writing.

We feel certain that this Bakelite Suggestion Cabinet will give you a new conception of the wide range of colors and endless variety of shapes and designs that may be achieved with Bakelite Molded. We will be glad to have one of our experienced men work with you in making your packages and closures more attractive and practical through using this material. Write us now for one of these cabinets.



BAKELITE CORPORATION

247 Park Avenue, New York, N.Y. Chicago Office: 635 W. 22nd Street

BAKELITE CORP. OF CANADA, LTD., 163 Dufferin St., Toronto, Ont.

BAKELITE

REGISTERED U. S. PAT. OFF.

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES

• ANNOUNCING RIEGELITE

• • • • THIS NEW PRODUCT was first developed for the Ward Baking Company — to maintain sales appeal and cut excessive wrapping cost. Riegelite is now used on a number of Ward cakes and many other leading bakers have adopted it. There is a Riegel paper that will solve your packaging problem as surely as Riegelite has solved the problem for Ward . . . a paper that will keep dry cereals dry — cake moist — crackers crisp—coffee fresh—tea fragrant —soap chips from losing weight. An inner or outer wrap to meet your need — with a minimum of expense. Write for samples of Riegelite and our portfolio of packaging data . . .

RIEGEL PAPER CORPORATION
342 Madison Ave. New York City

•

•

BEAUTY CREATES SALES

CONTAINERS by CONTINENT

Package competition is keen—cans must be correctly designed and brightly lithographed to *stand out* at "Points of Sale."

Beautiful packages **"dress up" counters, get preferred display positions and increase sales!**

Many times you have gone into a store to buy one specific item and have purchased several because displays either reminded you of other needed products or induced you to try something you had no idea of buying.

The cans illustrated below are excellent examples of how progressive manufacturers increase sales by means of beauty and utility, in package design.

Perhaps you'd like to have an experienced Continental representative help you to check over your present packages to see if greater "Sales Punch" can be added.

"It's Better Packed in Tin"

WRITE — WIRE — PHONE
The Sales Office Nearest You

Baltimore, Md.
3500 East Biddle St.
Wolfe 9700

Boston, Mass.
131 State Street
Hubbard 7172

Chicago, Ill.
4622 West North Ave.
Spaulding 8480

Cincinnati, Ohio
2510 Highland Ave.
Jefferson 2201

Dallas, Texas
1118 Praetorian Bldg.
Dallas 2-5924

Denver, Colo.
3033 Blake St.
Tabor 4261

Detroit, Mich.
1900 East Jefferson Ave.
Fitzroy 3292

Jersey City, N. J.
16th & Coles Sts.
Montgomery 5-4700

Kansas City, Mo.
Guinotte & Lydia Aves.
Victor 7250

LET AN EXPERIENCED
CONTINENTAL
REPRESENTATIVE HELP YOU WITH YOUR PACKAGING PROBLEMS...

THE Continental Representative, skilled in "Packaging to Sell," offers the knowledge and experience gained thru many years of helping solve the package problems of many diversified businesses.

He also offers the advantages of Continental's large resources—38 plants strategically located from coast to coast . . . sales offices in principal cities . . . completely equipped research and development laboratories . . . a skilled organization of engineers and designers—all "Partners in the Business," with a deep personal interest in serving you well.

You will find it to your advantage to consult a Continental Representative. Write, wire or phone the sales office nearest you.

Los Angeles, Calif.
3820 Union Pacific Ave.
Angelus 7111

Nashville, Tenn.
500 Benton Avenue
Phone 6-6682

New Orleans, La.
521 North Scott St.
Galvez 4145

Passaic, N. J.
217 Brook Ave.
Passaic 3-2115

St. Louis, Mo.
P. O. Box 1242
Bridge 3550

Wheeling, W. Va.
Wheeling Steel Corp. Bldg.
Wheeling 3900

New York City, N. Y.
100 East 42nd St.
Ashland 4-2303

Chicago, Ill.
111 West Washington St.
Franklin 8711

San Francisco, Calif.
155 Montgomery St.
Garfield 7890

CONTINENTAL CAN COMPANY, INC.

NEW YORK: 100 E. 42nd St. CHICAGO: 111 W. Washington St. SAN FRANCISCO: 155 Montgomery St.

"It's Better Packed in Tin"

The Daily Herald
Finance
Commerce
OPEN DISPLAY GAINS DAILY
INDUSTRY SEEN IN POSITION TO START HUMMING
Lacks Only Impetus to Begin Upturn.
Retail Survey Shows Selling Methods Lead Customers to Handle and Touch Merchandise
Many Packaged Products Require Better Protection to Fight Shopworn Appearance
Chicago Shippers Map Fight on Switching Rate Boosts
SUMMARY OF THE DAY'S MARKETS
BULLS LAUNCH MARKET DRIVE; STOCKS CLIMB
U.S. Steel, American
FIRE LOSSES, WHICH INCREASED SHARPLY LAST YEAR, ARE NOW SUBSTANTIALLY LOWER
EXPECT INCOME T PAYMENTS WILL LOWEST IN D
SEARS, ROEBUCK SALES

What Will Open Display Do to Your Packages?

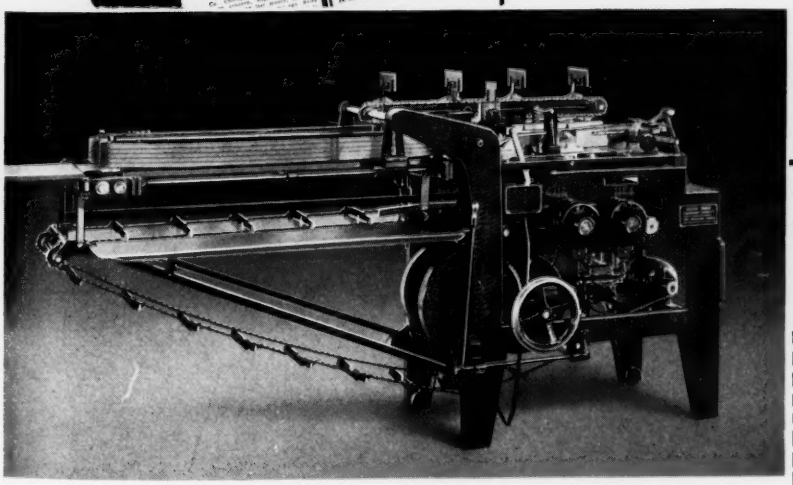
Goods are left today, more than ever, to sell themselves by the display value of the carton. Modern retailing is radically changing from the days when stock was comparatively protected on shelves—even behind glass. Customers, encouraged to pick over the merchandise, threaten the fresh attractiveness of packaged products.

The Simplest Solution Supplies New Sales Power

Transparent wrapping has come to the rescue. Cellophane, sealed airtight for full protection, does not dim the colors nor make illegible the illustrations and advertising on your carton. It puts every product safe "behind glass." In fact, it adds a new gloss and freshness, a new selling attraction.

Transparent wrapping is half the solution, the Battle Creek "Celloseal" Wrapping Machine the other half. It brings low-cost transparent wrapping to many products whose limited volume otherwise would make this modern protection prohibitive. A high order of engineering economy has been applied to the construction of "Celloseal." You get a steady output of uniformly perfect packages. And, the price opens up transparent wrapping to manufacturers of every size. Protect your packages, give them new sales pull. *Write for complete details.*

CELLOSEAL



Packages are placed between the intake conveyor flights, carried into the machine, wrapped and delivered back on a level just higher than the intake. The operator remains in one place to feed the machine and clear the delivery deck.

BATTLE CREEK WRAPPING MACHINE CO.

(Also Operating Johnson Automatic Sealer Co., Ltd.)

Battle Creek, Mich.

BATTLE CREEK WRAPPING MACHINE CO.
Battle Creek, Mich.

Tell me, please, about low-cost transparent wrapping made possible by "Celloseal." ☐ You may have a representative call.

Name.....

Firm.....

Address.....

City.....State.....

MP 10-31

Better Grocery Display Increases Sales 43 Per Cent

By WALTER MANN, *in* SALES MANAGEMENT, *August 29, 1931*

"It is common knowledge," says the preface to a survey brochure entitled "The Effect of Display on the Sale of Grocery Products," "that good display will usually increase the sale of any reputable product. It is almost the sole selling force for many items on which little consumer advertising is done.

"But what is the effect of good display on the sale of well-advertised, widely known grocery products? The answer to this question can be found in the results of a two-week test conducted by the editors of the *Progressive Grocer* in 112 grocery stores."

The test was conducted entirely by mail "so that it would be as natural and normal as possible," and the following eight well-known products were selected for the study: Kellogg's Corn Flakes, Borden's Condensed Milk, Dromedary Dates, Clicquot Club Ginger Ale, Campbell's Soup, Gold Dust, Bon Ami and Knox Gelatine.

The grocers taking part were divided into two groups. Four products were tested by the first group of fifty-four stores, and four different products by the second group of fifty-eight stores. They were all well distributed geographically and represented a fair cross-section of the better-class grocery stores reached by the *Progressive Grocer*.

The test was simple and accurate. Each grocer kept a careful record of sales for one week with merchandise in its usual place. The second week he gave better display to the four products and again kept a careful record of sales. He was specifically requested not to put any other special effort behind the products in order that the test could be confined to the effect of display alone. This request was followed with one or two minor exceptions, so that the results can be considered as an accurate indication of what happened when well-known merchandise is also well displayed.

The results brought out some very interesting facts. On one product sales jumped as high as 72 per cent. The smallest average increase for any given product was 32 per cent and the average of all eight items better than 43 per cent.

The products tested in fifty-four stores were Dromedary Dates, Kellogg's Corn Flakes, Bon Ami and Campbell's Soup. In the fifty-eight stores, Clicquot Club Ginger Ale, Knox's Gelatine, Gold Dust and Borden's Milk.

Details are given for thirty-eight of the stores spotted nationally.

While this is great stuff for the manufacturer of counter displays, it is even better stuff for the foodstuff manufacturer who takes it seriously. It is predicted that a test of the drug store and hardware (and many other) markets would result similarly.

Write for your copy of this interesting test to Leonard Tingle, publisher of *Progressive Grocer*, 79 Madison Avenue, New York.

1/3 of One Per Cent Does 35 Per Cent!

One single concern—the Einson-Freeman Co., Inc. —out of the 309 lithographic establishments in the United States listed by the last census—

Or about 1/3 of one per cent—was responsible for 29 out of 82—

Or 35 PER CENT of all the Window Displays that achieved a dominant rating in the tabulations of July Window Displays in Forty-three Cities, which appeared on page 436 of SALES MANAGEMENT for September 19.

These 29 displays had dominance in 269 city-showings out of a grand total of 747.

There IS a reason.

An Einson - Freeman representative will be pleased to discuss it, and your window and store advertising problems, if you write, or call them at Starr & Borden Avenues, Long Island City.

EINSON-FREEMAN CO., INC.
LITHOGRAPHERS
OFFICES AND MANUFACTURING PLANT
STARR & BORDEN AVENUES, LONG ISLAND CITY, N.Y.

NEW ENGLAND OFFICE - 302 PARK SQ. BLDG., BOSTON, MASS.
WESTERN OFFICE - WRIGLEY BLDG., CHICAGO, ILL.

Specializing in window and store display advertising

Inventors and Manufacturers of the Einson-Freeman Patented Double-Tier Container. . . . . .
Licensee for Canada: . . . . . Somerville Paper Boxes, Ltd., London, Ontario, Canada. . . . .

MODERN•PACKAGING
OCTOBER · 1931 VOLUME FIVE - NUMBER ONE

Making Phenol Resinoids Design the Container

By Ann DiPace

WE FEEL like patting ourselves on the back. Editorial prerogative permits the use of the pronoun "we" to include those in the packaging industry who recognize the importance of the recent significant accomplishment in the package-merchandising field by one of the leading figures in the manufacture and retail of sundry commodities. Not that all are the happy creators of this latest development but simply because the privilege of fraternal interest is an acknowledgment of a share in the concrete mental gyrations that preceded its creation.

For the first time in the history of packaging with synthetic plastics, a product is being merchandised in which the materials of manufacture, actually and solely, create the design of the package. The packaging division of the commercial world within the last two years has literally taken synthetic plastics to its anxious and palpitating breast. Its use as a colorful note for

Photo by Rehnquist

that much discussed eye-appeal, for that stepping-up toward a modern setting and last, but of most interest, for the added sales stimuli, has served its purpose and fulfilled the most optimistic expectations of its sponsors. That, at this stage, is an old story. The novelty has worn off and the exacting consumer public accepts, as a matter of course, these small decorative touches of adornment and convenience. It is now seeking something different, something better, something unusual. This can be accomplished and has been, as the illustration accompanying this article shows, through the versatile application of phenol resinoids to the intricacies of the designer's skill.

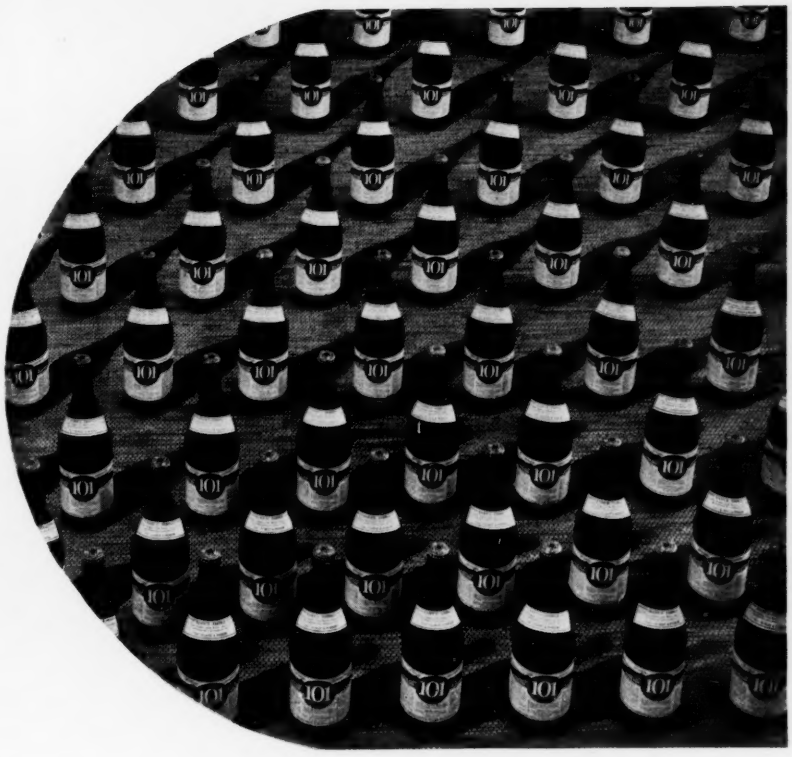
The credit for this outstanding initial accomplishment of what may be termed molded package design goes to Park & Tilford, Inc., New York, who for many decades has been considered a leading exponent in commodity styling. The finished product and its subsequent merchandising campaign indicate in no uncertain quality that the manufacturers of Faoen are possessed with vision far beyond the customary range. That it demanded courage or, speaking colloquially, a great deal of nerve, to plan and put into operation a merchandising campaign of this nature with its restricted sales outlet, illustrates the extreme foresightedness of the company.

Faoen, a perfume of quality, has the unique honor of being, without mincing words, the best-dressed product in the chain stores today. In actual fact, it has created a sensation in the ten-cent store field. And not only there. It literally puts to shame, from a design angle, countless prohibitively expensive perfumes in the country's best shops. In an interview with the writer, an executive of Park & Tilford presented that company's reasons for this merchandising decision with a force that bespoke true leadership.

When considering this latest development in the packaging field, many factors must be taken into account. There is, first of all, the factor of size. Considering the price range, one comes to the inevitable conclusion for which he has been given positive evidence by the display of other competitive products, that the quality is all one may expect at that price in the standard chain store size container. In this instance, Park & Tilford displayed that subtle acumen evident throughout the development of this new product. The size of the two flacons, each containing a different odor, was purposely reduced to less than one-fourth of the standard chain store perfume bottle size, to impress upon the minds of the prospective purchaser, by its lack of content, the fact that Faoen was not merely a chain store item from necessity but from choice. As illustrated, the flacons appear larger than they actually are, due entirely to the design of the closure, which in essence does not perform exclusively the function of a seal. In every sense of the word, it acquires and becomes the primary, the dominant feature of the container, overshadowing completely the tiny glass flacon containing the product. This closure is made of black phenol resinoid, and the design in both types unequivocally makes the package. Unlike other closures of phenol resinoid, it incorporates not only convenience, practicability and harmony but basically contains within itself the properties of the complete package.

The factor of distribution was one of the first to be considered. Park & Tilford felt that there was need in the chain store field for a perfume product not tainted with the stamp of common quality. Statistics on sales in this branch of industry have been the marvel of the commercial world. In no other retail division is there so gigantic an outlet for consumption of the world's goods. Men and women from all walks of life are patrons of the chain store, and with the background of the company's reputation to give it impetus, it was sure to find a ready market. But the product, the company felt, needed a dress not alone comparable with the quality but one which would at first glance strikingly stand out among the other thirty-odd perfumes on the counter. Since for eye appeal, the physical appearance of the merchandise must be the first essential, Faoen had to be unusual, original, impressive of quality. All this the package contains. It is an absolute example of package appeal being (*Please turn to page 76*)

Just the thing for that overnight stay! Shaving cream, brush, razor and blade, all in one compact little metal case that will snugly fit into the hip or vest pocket. It is made by the Old Colony Distributing Co., Boston, Mass., and merchandised as the Foldabrush Shaving Kit. The blades and razor fit into the compartments as shown in the illustration, which when lifted, reveal the folding brush. Four models are manufactured, each packaged in a white two-piece carton whose color scheme identifies the model. The nickel-plated carton is placed in a green flannel bag and packed in a jeweler's box with silver edging on the cover. The gold plated kit is in a gray flannel bag with the box cover edging in gold. And the deluxe red and black and blue enamel models, each has its own color on the cover for identification.



101—
The Bottle of Miracles

By
John Winters Fleming

THE ELEVEN-YEAR HISTORY of the bottling of "101," a unique and inexpensive chlorine solution named for the number of its uses, sounds the scale of packaging procedure from hand-filling, hand-capping and hand-labeling to fully automatic machinery capable of cleaning, sterilizing, drying, filling, capping and labeling more than 10,000, 24-oz. bottles daily.

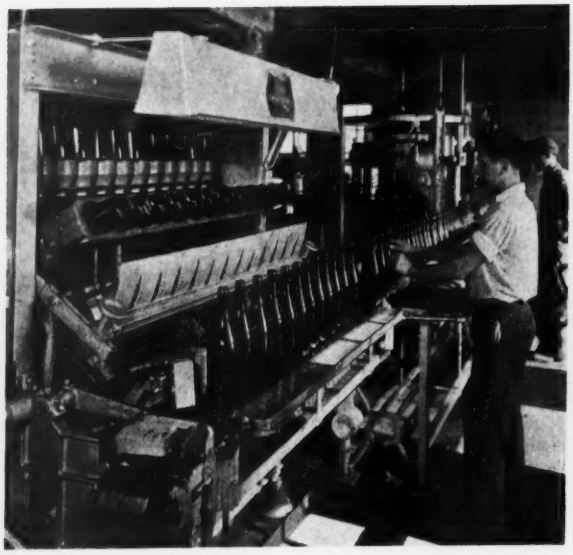
In 1920, in a two-story frame building comprising his home, office and factory, 31-year-old John Allan Gardiner mixed his newly discovered solution and filled, capped and labeled 1386 bottles as well as demonstrating within their homes as many of its 101 uses as patient, tolerant housewives would permit him. Literally his fate was in his own hands. But not for long. Since that first year more than 20,000,000 bottles of "101" have been sold. And since 1928 "The Bottle of Miracles" as it is called has been marketed at the rate of more than 3,000,000 bottles a year. Today Mr. Gardiner's fate is vitally in the mechanical hands of fully automatic modern packaging machinery down the packaging line from the 18-ton, 32-ft., bottle washer, sterilizer and drier to the tiny, clock-like bottle counter.

Behind the meteoric success of this product two reasons stand solidly: the intrinsic merit of the product itself and the efficiency in packaging operations that enables manufacture and marketing to be maintained always on an even keel.

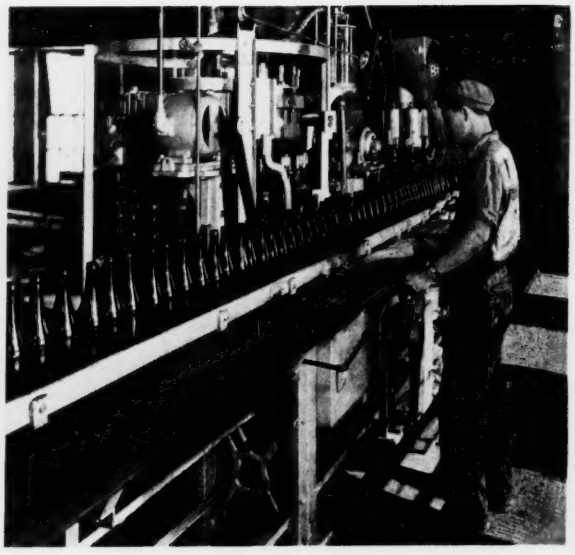
Billed as "The Bottle of Miracles" this product is one that surpasses its most glowing ballyhoo. It combines the properties of a bleach, cleanser, deodorant, germicide, sterilizer and stain remover. At one application it simultaneously cleans, sterilizes, deodorizes and removes germs and stains. A listing of a few of its many more than 101 uses reads like the patter of a tent-show, patent-medicine barker—with one most important difference: each and every use claimed for it has been tried, tested and proved time and again.

A cataloging of its uses embraces every function from skin lotion, nicotine remover and foot-easer to cleaning building exteriors, sterilizing teeth, throat and tonsils, in the treatment of common colds, scarlet fever, diphtheria, sores and wounds of all kinds and as an antidote for ivy and oak poisoning. It is used and recommended for use by doctors and dentists. It eats through the finest tempered, most highly carbonized tool steel, yet contains not one bit of acid.

Manufacture of "101" takes place in earthen tanks on the top floor of the four-story brick factory at 160–174 Van Rensselaer St., Buffalo, N. Y. Eighteen 500-gal. and one 1500-gal. ceramic containers afford a total holding capacity of 10,500 gal. of the solution. In these tanks "101" is cold mixed and piped directly down to the third-floor filling machine. But a description of the packaging phases would not be complete



Washing unit for bottles of "101," the first step in the packaging of this product at the plant in Buffalo



Bottles of "101" enroute through filling unit at rate of 61-a-minute to capping machine at 62-a-minute

without a word on the Gardiner Manufacturing Company's packaging practice.

"In 1920 when I started making '101,'" said Mr. Gardiner, "there was a bottle famine. I couldn't buy enough for my needs. To get back old, used '101' bottles for re-use I paid five cents refund per bottle. Today I can buy all the new bottles I want for $3\frac{1}{2}$ cents apiece, but I still continue the refund practice. Since we sell millions of bottles of '101' yearly, and get a full 80 per cent return of old, used bottles, this $1\frac{1}{2}$ cents difference in price, amounts to real money.

"Why then do we pay $1\frac{1}{2}$ cents apiece more for old, used bottles than we do for brand new ones? Simply because we have proved to our complete satisfaction that our refund practice is better for us.

"To test public psychological reaction to our refund we spent one whole year canvassing Buffalo housewives. Of the thousands canvassed we found that exactly 97 per cent placed much in the fact that our bottles are redeemable at 5 cents apiece."

Because 80 per cent of old, used bottles are returned for re-use and because of the medicinal, hygienic and personal usages of "101," bottle washing, sterilizing and drying plays a most important role in the bottling of this solution. At one end of the packaging line stands the 18-ton, 32-ft. long, fully automatic bottle washer, sterilizer and drier. In horizontal rows, 12 bottles to a row, this unit conveys the used bottles through four cleansing, sterilizing operations and turns out clean, sterilized, dry bottles at the rate of 60-a-minute.

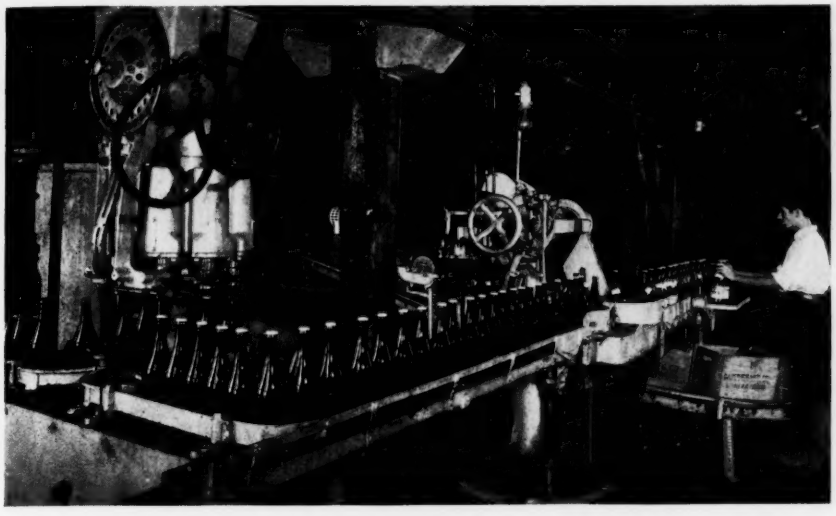
Old bottles are placed in an upright row as they start through the laundry and are conveyed down through a strong caustic bath that loosens labels and dirt. Then they are conveyed upward against two sets of stiff whirling brushes that remove loosened labels and dirt, both inside and out, at the same time. Next the row is turned upside down and the bottle bottoms are brought against a third set of stiff whirling brushes. Lastly the row is righted and conveyed under two rows of pressure tubes.

As each bottle passes under a tube the tube plunges down into the bottle, stops at a set point and discharges in a spiral motion 40 lbs. pressure of water followed im-

General view of one of the packaging departments, fully equipped with automatic machinery. At right, the returned bottles are being started through the large washer, sterilizer and dryer—12 bottles to a row—at the rate of 60-a-minute

mediately by 80 lbs. pressure of air. Since the horizontal row of 12 bottles passes under two sets of pressure tubes each bottle gets two sets of air-and-water shots. This total combined air-and-water pressure of 240 lbs. per bottle has a greater cutting effect than the whirling bristling brushes. The 80 lbs. of air gives the 40 lbs. of water pressure a razor edge, at the same time forcing every drop of water out of each bottle so thoroughly that no further drying process is needed.

From this final cleaning the row of 12 bottles is lowered in two steps to the conveyor belt that carries the cleaned, sterilized and dried bottles to the vacuum-type rotary filler where the straight-necked, 24-oz. bottles are filled at the rate of 61-a-minute, belt-conveyed to the crowner where they are capped 62-a-minute, and carried around a right-angled corner to the rotary labeler where they are labeled at the rate of 64-a-minute.



Last three operations in the packaging of "101." Left to right: capping at 62-a-minute, labeling at 64-a-minute and hand packing in wooden cases

Packaging speed is stepped up purposely from washing at 60-a-minute through filling at 61-a-minute and capping at 62-a-minute to labeling at 64-a-minute to avoid any possible crowding and cracking-up on the conveyor.

From the labeler the bottles travel by a bottle counter to the head of a gravity chute leading from the third-floor packaging department to the second-floor storage, first-floor shipping department and on to trucks backed up to the shipping platform.

At the third-floor head of this gravity chute the bottles are taken off the conveyor belt and hand-packed one dozen in a wooden case for truck deliveries to all nearby retail outlets or one dozen in a cardboard shipping carton for more distant shipments. The filled cases or cartons move along the roller conveyor and travel down the gravity chute to storage, shipping department or trucks.

Distribution by truck in wooden delivery cases comprises by far the greater portion of the company's marketing. Cardboard shipping cartons are hand-sealed, since the volume of distribution to distant points is not yet large enough to warrant automatic machinery.

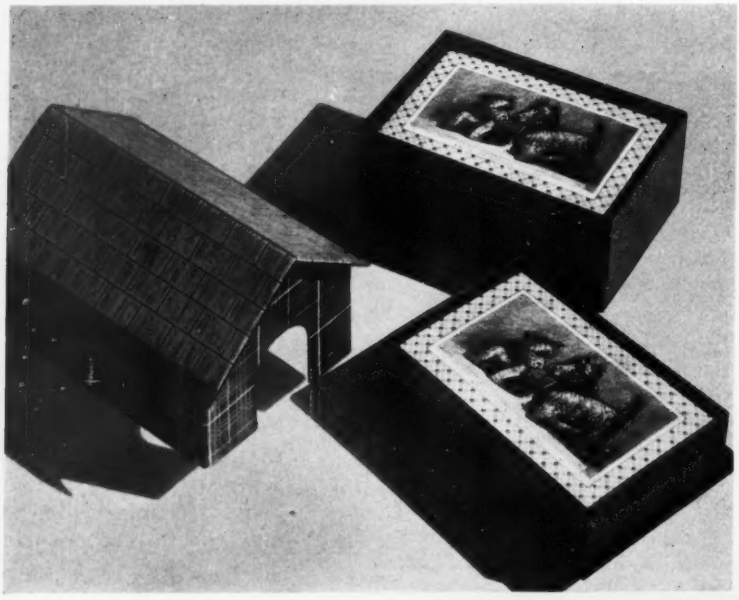
The use of wooden cases for truck deliveries of "101" to nearby retail outlets posed two packaging problems: how to get back these cases and how to clean them when returned.

"101" is sold through grocers, who thoughtlessly used the empty wooden cases as receptacles for all manner of foreign matter ranging from waste paper to very mature fruits and vegetables. Refunding 25 cents a case solved the first problem. A clean-up of one day's return of cases netted enough refuse to overflow a huge shipping crate.

A new and novel wooden box cleaning device solved the second. A conveyor company designed and installed this unique case cleaner—a short run of rollers semicircular in shape with a padded bumper at the top of the semicircle—which fits into one end of a roller conveyor. Returned cases are moved along the rollers, roll up to the semicircle, are stopped at the top by the padded bumper, dump their refuse and roll back down.

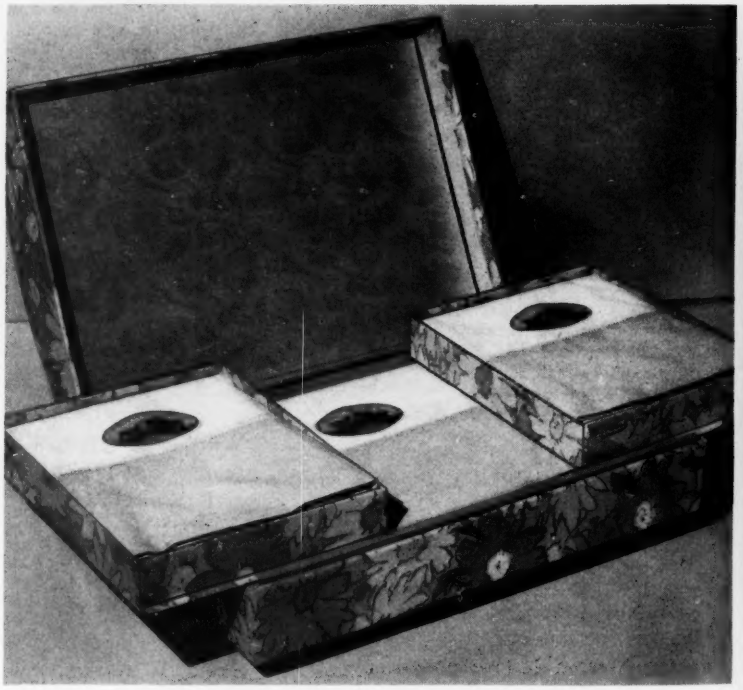
Second-floor storage of cases and cartons filled with "101" is so simplified that a stock inventory is taken easily and quickly, twice daily, at morning and night. Cases and cartons are about the same size and each contains twelve bottles. As these filled cartons or cases are received for storage at the second-floor station along the gravity chute and roller conveyor route, they are loaded on to lift trucks, twenty cases to a truck, and moved to the storage department where they are placed into numbered rectangles of the same area as case and carton bottoms. Thus each lift-truck load of twenty filled cases or cartons occupies just so many numbered rectangles and by the simple process of multiplying the number of filled rectangles by the number of cases per rectangle stock inventory is taken.

From manufacture in any or all of the nineteen earthen tanks on the fourth floor, "101" is centrally piped by but one master feed pipe to the filler. From bottle washing, sterilizing and drying—12 bottles at a time—through filling, capping, labeling and counting, to packing, 12 bottles to a case or carton, storage or shipping, everything proceeds in one uniform and simple stream-line. Thus uniformity and simplification throughout manufacture, packaging and storage is the answer to the pertinent question: how can so many million bottles be marketed each year with such easy flow of production and distribution.

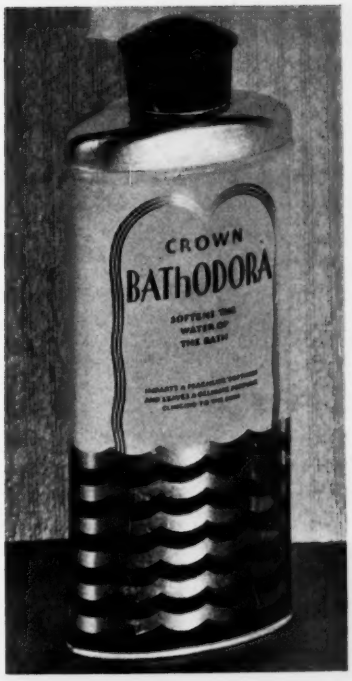


ABOVE: Use of synthetic plastics for numerous commodities is gaining impetus in fields far removed from ordinary range. Above is the latest container for Force numbering machine ink, representing, indeed, quite a different field, considering the employment of phenol resinoid for its closure. It is black, octagonal and decidedly attractive. Photo, courtesy Bakelite Corp.

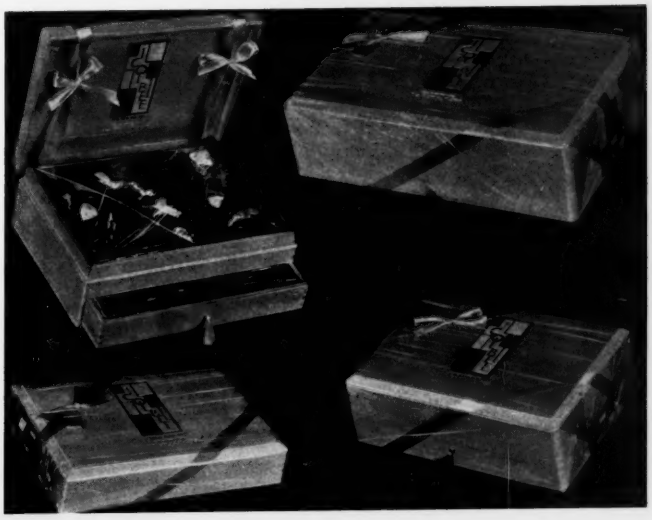
LEFT: Little Scottie and his kennel reproduced in miniature for playing cards from the Arrco Playing Card Co., Chicago. This is a double deck card set and each compartment fits into the other with the Scottish plaid kennel roof as the cover. The brand name is Kiltie and the ingenious packaging has produced an added selling impetus for these cards.



RIGHT: Attractively covered with a large over-all floral motif paper, this chest with its round cover and ingenious side sliding arrangement makes a strong bid for favor. The bottom of the chest holds one large bed-sheet and the two compartments each contain one pillow case, products of the Ernest Simons Manufacturing Company, Port Chester, N. Y. The box covering follows the latest trend in decorated papers with its pastel colors and simple floral design. The box is the work of the Alderman Paper Box Company, Rochester, N. Y.



RIGHT: Here is the first successful use of phenol resinoid with metal and to our British competitors go the honors. Bathodora, powdered bath salts, from the Crown Perfumery Co., Ltd., London, and distributed by Schieffelin & Co., New York, is packaged in a tall thin metal container with the design motif in green and silver, lettering in black. The closure is green phenol resinoid and no other sealing device is used. Photo, courtesy Bakelite Corp.



RIGHT: Distinctive packaging of confectionery by E. J. M. Colby Co., Inc., New York. It is called the Colbee Candidor and is a fine grade unfinished mahogany chest with a pull-out tray. The trade mark, simple and modern in treatment, is cut into the center of the cover and brought out in gold with an underlay of orange and gold. The box is wrapped in transparent cellulose.

LEFT: Nothing tricky, just a clever idea on the part of the F. W Fitch Company, Des Moines, Iowa, for its Mentho-Pep shaving lotion bottle. The concave side, so treated that it looks like frosted glass, is really a razor blade sharpener. The blade is placed in the side and by pressing it down in the middle with the fingers of the hand and giving it several strokes, the blade is sharp again. The closure is black phenol resinoid, the label carried out in green and black against a white background.

Editorially Speaking——

Product Design As a Means to New Packages

We were recently asked to offer an opinion as to the effect of product design on the design of packages. The query related particularly to shape, for it is conceded that in most cases the decoration of the package will in some way express or give some intimation of the product or its uses. Size of package, too, is usually established by the volume or space required by the product. But the determination of shape is arrived at by different formulae.

One well-known package designer has compiled a list of package considerations for his customers. Among these, under the head of "shape," he states, "the shape should be as familiar to the consumer as possible, yet not too familiar to be commonplace, nor too unique to be radical." These considerations, while placing definite limits on what should and what should not be done, allow a fairly wide margin in the planning of package shapes. Something can be said, however—an addenda to these stipulations, if you will—concerning products which offer shapes that are not "familiar to the consumer." It is in this direction that we see the greatest opportunity for the development of new package shapes—a trend for which new product designs will be directly responsible.

We cannot, of course, overlook elements of cost, display value, convenience of packing for shipment and other factors when planning the shape of any package. But it is obvious that if an unusual or odd shape will stimulate interest and increase purchases to the extent of covering the extra cost involved there will be little hesitancy in adopting such a departure. We cannot expect that a product which is, let us say, round in shape will make its appearance in a round container. Nor can we expect that other than a rectangular-shaped carton will be used to contain a bottle, although we do find irregular shaped and expensively made packages which contain the higher priced items such as perfumes.

We do not think there will be any great breaking away from precedent in package shapes insofar as established products are concerned. But with newer products or changes in shape of old products there is every possibility that manufacturers will take advantage of the opportunity to utilize the shape of the package as a means of identifying those products and so conform the design, in shape, of their packages. Such a trend will not be confined to packages which bring a higher price, for if it can be shown that extensive sales result, the item of cost will be minimized.

For Folding Box Users

At a recent meeting of the folding box division of the Paperboard Industries Association, the membership of which includes manufacturers of paperboard, corrugated and solid fibre boxes and folding boxes, a general discussion of the situation in this industry was held. A complete transcript of the discussion is available only to members, although a summarized release has been prepared, and in this appears certain points which will be of interest to users of folding cartons.

The first step toward the improvement of conditions, it is stated, should be the restoration of confidence among the factors of the industry. Another essential is the adoption of a policy of supplying quality and boxes built to promote the sale of packaged articles rather than making a play for tonnage. Further suggestions discussed we quote as follows:

It is better for a manufacturer to hold his present business, which by reason of his location and his knowledge of the needs of his customer he is able to handle economically, than for him to endeavor to sell in distant fields, which latter policy disrupts the situation in the distant fields, and often brings reprisal.

Contracts must be respected. A manufacturer who interferes with a contract, merely forces the holder of the contract to meet the lower price, which is often below cost, and starts a procedure which in the long run engenders ill-feeling and prompts reprisals.

Today the average purchaser of the products of this industry large and small does not welcome malicious price-cutting, and he would be happy if he were confident that the folding box industry was stabilized and he could depend upon the prices.

Until each and every factor in the folding box industry adopts a policy of not selling below its own cost, there can be no general improvement. It is apparent that the individual factors well know that this is the case, but each seems to be holding back until he is assured that his competitors will adopt a similar, sound policy of business conduct. It is the consensus of opinion that if each company will operate on the basis of not selling below cost, and of securing at least the cost price on every single order, improvement will commence immediately.

Raw material represents such a large proportion of the total cost that there is no sound reason for the present wide variation in quotations.

The sincere adoption of a creed formulated from these principles will be heartily sanctioned by package users,

who realize that conditions which affect any industry on which they are dependent for supplies must naturally react to their advantage or disadvantage.

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Concerted Research Planning Needed

"Behind the curtain of immediate problems of business is a junk pile of wornout and obsolete methods. The only approach to turning this junk pile of waste into savings for the customer, wages for labor and capital and profit for the manager is organized commercial research." This opinion, expressed by Frederick M. Feiker, director of the Bureau of Foreign and Domestic Commerce, in an address recently delivered before American Trade Association Executives, merits more than passing consideration by industry in general and has, we believe, a special significance for the packaging industry.

As pointed out by Mr. Feiker in this address, "Men who have been built by their businesses during the past decade are being sharply measured by the trial as to whether they can build their businesses," so that "during the next two years there will emerge from our present business situation a new group of business leaders tried in the fire of the realities of the present." These statements should also be given careful thought and interpretation.

The packaging industry, since its recognition as such, can number many successes and these, we believe, have been in an increasing proportion as compared with other industries, being evident among manufacturers of packaged goods, suppliers of equipment and materials. Reasons for this condition have been the increasing demand by the buying public for added convenience; the greater appreciation of attractive appearance, as exemplified by improved design in packages, and the increased number of retail distributing outlets. As the result of these encouragements, the packaging industry has made excellent strides, and its progress has placed many members in the class of "new leaders."

Let us say, without casting reflections on the progressiveness and ingeniousness displayed by the industry, that a fortunate chain of circumstances has brought about this desirable condition. Perhaps this favorable situation in which the packaging industry finds itself will continue, perhaps not. The task lies in maintaining and building the industry's business—advancing the position its components now occupy.

To do this, the industry must, as pointed out by Mr. Feiker, take stock of the "junk pile." To us it is not a new theme, for we have consistently preached the need for scrapping obsolete methods of package production, package design and package distribution. We have likewise stressed the need for research. True, considerable has been done by individual companies, association groups, Government bureaus and other agencies—all of which has been of help, but much of this represents unrelated and unorganized effort.

Being a composite industry, made up of many industries, it might seem that an organized plan for research which would be acceptable to the various units would be a difficult problem to work out. But we see no handicap in this; in fact, the existing conditions should make the task a more comprehensive one for the reason that a greater variety of data could be offered as available for use. Already we have a similarity of operations, of designs and of distributive methods as affecting the industries which utilize packages. Plans for organized commercial research in packaging would but extend such coordinations.

In this direction then—toward the planning of organized research—can the packaging industry turn. Taking such a step will assure the continuance of an accomplishment which thus far has outdistanced any one factor that has effected merchandise distribution.

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Letting George Do It

Another opportunity for the distribution of packages is offered by the plan of the Pullman Company who has instituted the sale of nationally advertised convenience goods on trains. One Pullman on each train is equipped with a travel accessories display case in which the merchandise available is shown in its original packages. Although the display is confined to one car per train, every car porter is equipped with a complete stock from which he can fill orders promptly.

Among the items shown in the display cases are Pepsodent tooth paste, Dr. Wests' tooth brushes, Wrigley's chewing gum, Palmolive shaving cream, Listerine, Paris garters, Probak razor blades and other conveniences such as cold cream, face powder, shoe laces, collar buttons and so on.

Estimating the potential market for the sale of these packaged products, if ten persons occupy each car the facilities are enjoyed by 75,000 individuals daily for there are 7500 cars in active service.

Whether or not the display will continue to be confined to the inclusion of nationally advertised brands, we do not know, but the plan, nevertheless, should serve as an incentive for improved design and convenience as expressed in packages. The results of this method of distribution will be watched with interest by other service organizations who, like the Pullman Company, are catering to a preferred buying market.

We feel that, in most instances, too little attention has been paid to the design of packages which one obtains from slot machines, automatic venders and the like. There seems to be the impression that because the purchaser does not see, or at best obtains only a limited view of the packages in the device that there is no need of "dressing up," that convenience alone begets the sale. But there is something in the thought that the attractive package functions after it is removed from the merchandise—it is of aid in repeat sales.

H. E. A. Sherburn.

Washington News

Construction of a $1,500,000 transparent cellulose sheeting plant will shortly be undertaken at Three Rivers in the Province of Quebec by Canadian Industries, Ltd., according to a report from Consul Horatio Mooers at Quebec.

The supply of the rayon pulp necessary for the manufacture of this product is to be supplied by the Kipawa mill of the Canadian International Paper Company and the power required by the Shawinigan Water and Power Company. Canadian patents have been obtained and the plant, it is reported, will be fully equipped for the manufacture of plain transparent cellulose sheeting in an attractive variety of colors and finishes. The Canadian import duty on this product, originally 5 per cent, has been raised to 10 per cent, and it is understood that as soon as it is produced in sufficient quantities in Canada to meet the growing demand in home consumption, the duty will be raised to 35 per cent, thus cutting off foreign competition.

¶

Copperized paper wrappers for pears boxed for shipment in Washington and Oregon will practically prevent the spread of "gray mold" or "nest decay" in storage, Dr. J. S. Cooley, plant pathologist of the United States Department of Agriculture has discovered. Washington and Oregon pear growers are accustomed to the wrapping of fruit, but ordinary paper does not check the spread of this rot to sound fruit.

The decay is caused by the fungus Botrytis, and has caused serious losses. Doctor Cooley developed a wrapping paper impregnated with copper, and this proved highly satisfactory last year in packing about 30,000 boxes of pears. Reports to the department say that most of the Oregon pears to be stored for any length of time this year will be wrapped in the copperized paper. The department has applied for a public-service patent on the new process.

¶

The simplication program on glass containers for mayonnaise and kindred products, which was approved at a general conference of representatives of the industry on June 30, 1931, has been mailed by the Division of Simplified Practice of the National Bureau of Standards to all interests for their consideration and written approval. This recommendation establishes a list of five stock sizes of glass containers, based on liquid capacity, for packing this commodity. Formerly 25 varieties of glass containers were used. This simplification program deals only with capacities and does not affect the distinctive shapes of containers in use by the various manufacturers. Subject to the written approval by the industry, the recommendation will become effective for new production on January 1, 1932, and for the clearance of existing stocks of containers on July 1, 1932.

The simplified practice recommendation covering one-pound folding boxes for coffee is now in effect, according to an announcement by the Division of Simplified Practice of the National Bureau of Standards. This action was prompted by the division's receipt of sufficient signed acceptances to the recommendation from producers, distributors, users and others interested to insure the general adoption of the program by the industry as a whole. Two sizes of boxes are listed in the simplified schedule. They are: a $4^3/_8 \times 2^3/_4 \times 6$ in. box having a capacity of $72^3/_{16}$ cu. in., and a $4^3/_8 \times 2^3/_4 \times 6^1/_2$ in. box which has a capacity of $78\ ^{13}/_{64}$ cu. in. Formerly more than 100 varieties of this type box were in use.

¶

According to a statement recently made public by the Department of Commerce, fresh fruits and vegetables wrapped in transparent cellulose sheeting are being successfully merchandised by a midwestern chain. Increased freshness of produce, longer salability, reduced loss from perishability, preservation of sanitation and greater attractiveness of merchandise are advantages claimed through this new method of wrapping.

The salability of cauliflower is prolonged one week and the spoilage of tomatoes has been reduced 90 per cent, while lettuce savings have been noticeable. Cut watermelons and cantaloupes are displayed advantageously through this method of wrapping, and portions small enough to fit into the average city apartment refrigerator are readily salable.

The cost of material and labor in hand-wrapping this produce, which comes direct to retail stores, is claimed to be offset by food savings, extension of sal ability of the merchandise, etc.

¶

Simplified practice recommendation No. 70, covering salt packages, has been reaffirmed by the standing committee of the industry, without change, for another year, according to an announcement by the Division of Simplified Practice of the National Bureau of Standards. This recommendation has been in effect since May 1, 1927, and has resulted in reducing the number of containers used in packaging salt from 35 to 19, or approximately 46 per cent.

¶

A request, received from the Division of Simplified Practice, Department of Commerce, Washington, D. C., asks that packers and others interested send their acceptances of the recommendations for Fibreboard Shipping Cases for Canned Fuits and Vegetables, and for Mayonnaise Jars to the Department of Commerce as soon as possible in order that the proper support may be obtained to insure the success of these programs.

Both recommendations were adopted at general conferences of manufacturers, distributors and users, and are now before the different industries for acceptance.

Good design, a select choice of materials and thoughtfulness for consumer convenience always bring gratifying sales results. These Louise Kent preparations are typical examples.

Photo by Rehnq

Simplicity of Design Wins Recognition for Package

AUTHORITATIVE SOURCES, particularly in those circles where creative ability is responsible for the final appearance of the package, definitely set the swing in package design toward more and more simplicity. Among a small group of packaging associates in Detroit a few months ago, several packaged commodities were entered into contest to determine, from various angles in a comparative study, the best designed package in the group. The Louise Kent package of facial tissues, shown at the top of the accompanying illustration, was awarded first prize, the decision based on the appeal its simplicity aroused for consumer interest. The color scheme is silver and dark blue, the latter used for the trade mark head, lettering, bands and lines that make up the design. The carton is a silver-coated paper, whose richness is accelerated by the use of a transparent cellulose wrapper.

The packaging of the entire Louise Kent line of beauty preparations is consistently standard in color scheme and, to a great extent, in materials of manufacture. The exceptions are the large size flacons of perfume, one of which is shown in the center of the illustration, and the bottle of toilet water. The former affects a blue leather covered, satin lined watch case container, edged with silver; and the latter, blue velour and silver paper container with a separate base. This type of container is also used for the medium size perfume flacons. The labels for these flacons, including those on the small sample size bottles of perfume, are made of heavy silver metal foil paper with lettering embossed in blue.

The Louise Kent company is only just beginning to put into effect its many new and novel packaging ideas for the beautification of these products. At this early stage an inspection of the line clearly indicates the thought devoted to their creation. One specific purpose was aimed at—that of individuality coupled with simplicity and correctness. It is an easy matter to manufacture a product, but to bring out one that meets with universal acceptance requires more than ordinary thought.

An indication of this thoroughness is evident in the container for face powder. This is shown in the lower center of the illustration and the ingenious touch that makes this product of more value to the harassed woman is plainly visible. By its use, the company not only has given its line a worthwhile talking point but unconsciously indelibly imprints the Louise Kent trade mark on the minds of consumers. In the center of the silver paper shield on the inside of the powder box, a window of transparent cellulose has been inserted of the Louise Kent trade mark face and head. The hair and features being in blue, the (*Please turn to page 74*)

IDEAS

By Martin Ullman

*

"BY SPECIAL PERMISSION OF THE COPYRIGHT OWNERS"**the package is the most important medium of business intercourse. The first manufacturers packed goods for the retail market because there was no other way of holding them together... That was a long time ago... Today with combined assistance of artist, printer, paper manufacturer and plastic, glass and box maker there is no reason why every package should not be a picture which hollers louder than words "Here is the leader—not the trailer ...the original—not the copy."... Present-day speed won't let the business man cling unchangingly to old-fashioned forms... Four out of five manufacturers lack business imagination and the other one is bound hand and foot by tradition... violent conservatism.

* *

Isn't it true that the nearer you are the less you see... true of the movies... scenery... paintings... true of your own business. Many new sales ideas have been discovered by men who were not too close-up... A new mind... a "fresh eye," sees old problems in a new light.

* * *

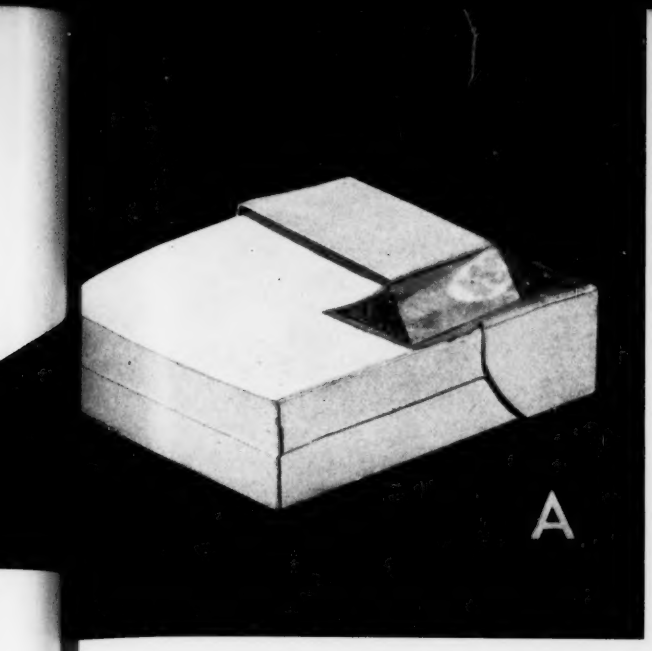
For instance... when sound was first introduced with silent pictures. It took lots of trying to make it the smooth synchronized product of today—I know a true story about it... Dates back to the introduction of talking pictures when phonograph discs were used for sound to synchronize with film... A motion picture repair shop... the phone rings... Could Mr. Burke come over to the Bell Laboratories and help locate a defect in the mechanism... A squeaking noise which could not be eliminated. Mr. Burke had been recommended as a specialist... An expert mechanic... Over went Burke. Scared stiff. Had never tinkered with a talking machine. Up in the projection room. Many people there. Lots of experts... Bewildered. He looked the machine over. Looked here... There... Bluff... Not knowing where to begin... Try... He would "take a stab" at it... Tapped this. Stuck his eye into that... Could see nothing wrong with the set-up... Finally the signal to run... On the floor below, telephone in hand, sat the Big Shot... The film unreeled, via telephone would come... okay... or stop... or there it is again... Burke stood alongside the projecting machine, right hand resting against its side... Downstairs was phoning ..."Okay... Hissing noise stopped."... Burke stepped forward with the rest of them to find out what had happened... when from downstairs "There it is again." ... Burke went back to his same place, again the phone said, "It's gone again... what is it Burke did to get rid of that squeaking foreign noise?" Everyone turned to Burke. He looked back amazed. He had done nothing but lean against the wall... Slowly he moved away and as he did noticed that his right hand had been covering a small opening... The door on the projection equipment had been left open less than a half-inch and a tiny pinhole of light coming in on the film threw it off perfect alignment... He shut the door and ended their trouble.

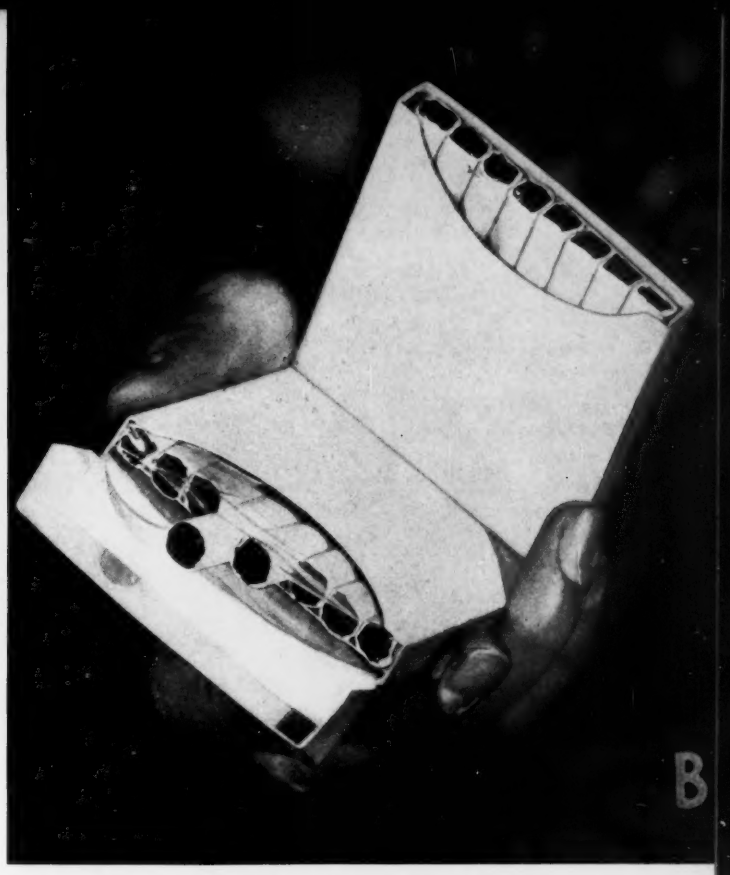
* * * *

Ripples on the pond become smaller as they spread. As long as the mind is encouraged to think in the right way the unexpected always will hold the field... In these columns a sense of freshness is aimed at... Here you find crystallized your own elusive ideas... zestfully served up. Or you find fresh ideas of stimulating flavors... or ideas that ardently challenge your own... See for yourself... *****

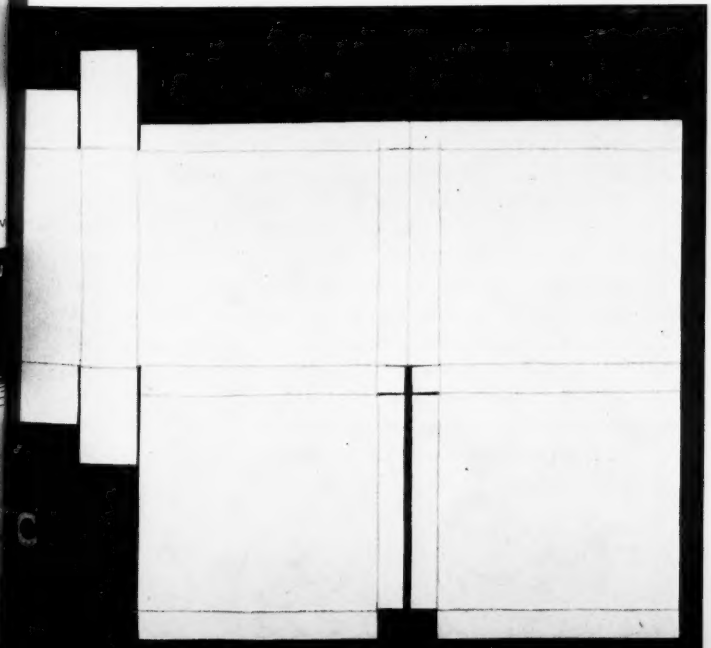
#4. *SOAP SHAPE. The soap carton has received the utmost attentive care of the manufacturer so as to charm the buyer and tempt the prospect. Yet the article itself has been left as the laboratories produced it. In "A" we have a cake of soap shaped to rest on the arm and "B" the same soap (turned over) shaped to the palm. Most men take showers. Tendency of soap to slip out of the hand eliminated. Here is comfort of handling. Consider tremendous advertising value of this soap shape which is possible to manufacturer at minimum cost.—(Suggested by Martin Ullman, New York.)*

#5. *END-OF-ROLL-REMINDER. Every manufacturer puts his name on outside wrapper. All toilet paper (for that matter, rolls of tissue towels, too) lose their identity when outer wrapper is removed. Why not use the end of roll for reminder copy or trade mark identifying device. Just a small printing expense will do it.—(Suggested by Martin Ullman, New York)*





#6. *CIGARETTE PACKAGE shown "A" sealed and "B" open and "C" how to construct it... Today cigarette manufacturers roll their eyes to heaven and in hushed tones give thanks "to the Ladies." What a whale of a difference they have made in cigarette sales... Yet these smart boys are overlooking an important bet by continuing their present "cup package."... Mighty soon they must recognize this important feminine market and package their goods for "la femme elegante."...for convenience as well as good looks. Our idea illustrates 6 major advancements in cigarette packaging (1) FLAT. Easy to fit a woman's pocketbook or a man's coat pocket. (2) CONVENIENT to get to when offering a smoke. (3) ECONOMICAL. Made out of one piece of cardboard. (4) FRESH because half are used up in one compartment before cellophane is opened in the other. (5) CLEAN... No tobacco crumbs to flop all over as in the cup package which is always left open. This package is SEALED at bottom and sides and one must close the top when putting box away. (6) ADVERTISING...Ours has two outside and two inside flat surfaces for advertising or reading matter.—(Suggested by Martin Ullman, New York)*



I want IDEAS to be a real handshake between us. I hope you enjoy my efforts...if you do please tell me about it...I urge you to follow these two pages of ideas carefully. They will suggest ways by which you can make your merchandise and packaging more attractive in their physical appearance...and therefore more productive of sales...they will suggest ways in which you can make better use of the advantage which a package offers...I do not pose as a Moses leading you to a land of milk and honey... except that herein is something for everybody and is not exclusively for anybody...By recording a great number of good ideas, it seems to me that here you will get the very things you want to know...I can help by telling you...You can help by using this coupon.

FILL IN..CUT OUT..AND MAIL IN TO

IDEAS,

Modern Packaging, 11 Park Place, New York

I VOTE FOR ☐

AS THE _____

_____

_____

_____

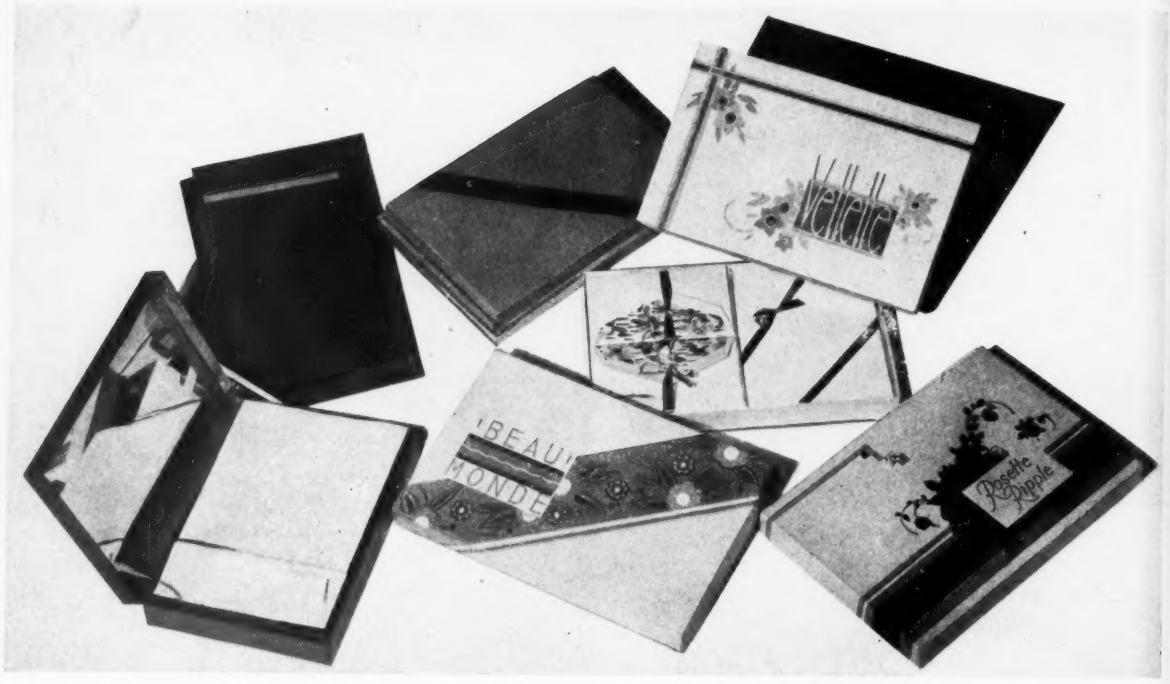
NAME

FIRM NAME

STREET AND NO. CITY STATE

POSITION

COMMENTS:



At the left, three boxes covered with flint paper from Pratt & Austin Manufacturing Company, Springfield, Mass., decorated in a modern manner suitable for rubber plate printing. And at the right, three attractively printed stationery boxes from White & Wyckoff Manufacturing Company, Holyoke, Mass., printed in true color values with Royal Oil Proof rubber plates, hand engraved.

Rubber Plates Print True Ink Values for Box Top Designs

By William S. Fowler

THE PRESENT ERA of competitive price bidding has placed many box makers in a precarious position; a situation which creates in the minds of aggressive executives the desire to find other factors besides price on which to depend for new business. Quality is one of the best alternatives that has been successfully used. It may be referred to in a general way or specifically treated so as to call particular attention to some important superior detail.

There is in many phases of business today the growing demand that stands out more prominently than any other—one recognized by most managers in all walks of life—to speak the truth, manufacture and show true values when advertising or selling merchandise of any kind.

The appearance of the box in which merchandise is sold deserves perhaps fifty per cent of the credit for the sale, and progressive box departments are giving closer attention to the printed paper that covers the box. Whether this paper is plain or decorated in color by the paper mill first, it is usually printed with some appropriate design before it is made to cover the box. There are, of course, many types of designs used. In every case the printer strives to obtain the brightest and truest color values so as to convey a sense of reality and perfection to the mind of the purchaser. In order to secure this perfection in printing, every box printer must keep abreast of all new developments of process, inks and printing plates. Recently new discoveries have been made, but one of the most effective and yet perhaps the least well known, is rubber printing plates which are comparatively oilproof and will print oil inks for many thousand impressions without deteriorating. Halftone color process work is still best printed, however, from the customary photoengraved metal plate.

Many printers today who know their outstanding superior qualities are using oilproof rubber printing plates to print box designs that represent the flat face, poster style of treatment. Rubber lays on to the paper surface with a film of ink heavy enough to prevent any of the paper from showing through. In this way, the true brilliancy of the ink is maintained and the result is a close match to the artist's sketch. All this was thoroughly demonstrated by the results obtained from printing water colors with rubber plates, but it wasn't until recently that similar results could be obtained from oil inks. Now rubber plates, which previously were made of ordinary rubber, are almost pure gum rubber and oilproof to a large degree. The United States Rubber Company has done more than any other company to perfect this new development. They have standardized a rubber for hand engraving which is called Royal Oil Proof Rubber and is cured securely on metal for a patent base and sold in sheets one yard square. Engravers cut these sheets into small pieces as required, according to the size of the design to be printed. They also have developed a satisfactory rubber gum from which molded rubber plates comparatively oilproof are made.

Briefly, as previously stated, there are two kinds of rubber plates, commonly called molded and hand engraved. The molded require original plates of metal or wood from which they are cast similar to electroplates. As they require an original set of plates, the cost of securing them, naturally, is higher and should be used only to reproduce fine line work which demands rubber, although most fine line work can be printed equally as well from metal.

Of more importance is the printing of broad, solid surfaces and these may be printed best from hand engraved rubber plates. This type of plate is cut by hand from a metal backed rubber sheet after a transfer of the color sketch or line drawing has been made by hand. Generally speaking, the cost is about the same as for similar plates photoengraved in metal and they are, therefore, practical whenever the occasion demands.

Rubber prints oil ink with a true color brilliance because it is resilient. It makes no difference whether the paper to be printed is rough or smooth as the ink is evenly distributed with a uniform film, thick enough to cover the paper completely. No thin surfaces or flooded edges are present because the rubber has conformed itself to all unevenness of surface without heavy pressure. Even flint paper, the highest finished box paper known, can be printed evenly and without mottling. Although this paper may seem smooth, under a strong magnifying glass the unevenly laid twisted fibres are clearly visible. Many box top designs are printed on flint paper and until recently have been mostly of the trade mark, seal or type set-up variety. With this modern day of color emphasis, however, most printers are not familiar with the process of printing solid surfaces on flint paper so as to obtain color brilliance and good distribution with one impression. Oilproof rubber plates is the answer. Recently, a box maker who wanted to print bands of color on one end of a flint covered box top was going to give up the idea because his printer said he could not obtain a brilliant true color result with one impression from metal plates. When he learned about the perfect results to be had from the new oilproof rubber plates, he proceeded as originally planned.

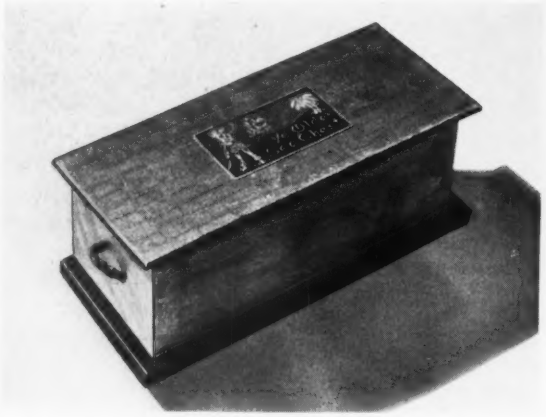
Rubber plate material has been standardized and it remains for engravers to skill themselves in the production of hand engraved as well as molded plates. One by one they are showing interest but will act only when the demand from the printer and the box maker becomes so strong that they can resist no longer. Here, then, is an excellent opportunity by which the box maker may bid for business through a more perfectly printed box top design. Price, surprisingly enough, is relegated to a back seat and something more worthwhile to the buyer is brought to the fore. A design of modern poster development is printed with a new, lively appearance. Bright, true color values as designed by the artist stand out. An artistic quality atmosphere is created by all printed surfaces having an even ink distribution. No longer must one look at mottled surfaces or flooded, bubbled edges.

The necessary specifications which must be followed to insure the perfect printing results possible from rubber will be of interest to the box cover printer. First, after the rubber plate is locked up in the usual manner and placed in the press ready to print, a makeready should be carefully made so as to obtain only a kiss impression. Some practice will be required before the exact point of sufficient pressure can be determined. This can be discovered only through actual trial. Secondly, the ink should be mixed so as to acquire a heavy body—heavier than is customary for metal plates. The extent to which the ink should be reduced again also can be determined only through practice. Generally speaking, however, light colored opaque inks require a heavier body than darker ones. One quality of rubber is its ability to distribute evenly, either a light or a heavy ink. After the ink is properly mixed, the feed should be set heavy, slightly more than would be possible if the printing were done from metal plates. All this, if followed, will produce brilliant ink values. On the other hand, if no change is made and the makeready, ink and feed remain the same as when printing from metal, no better results will be obtained.

Large stationery manufacturers who are responsible for the creation of some of the most outstanding examples of eye-arresting printed boxes are well informed as to the advantage of rubber as a printing plate. The illustration with this article, displaying a group of recently printed boxes from White & Wyckoff Manufacturing Company, will serve to verify this remark. These boxes are all brilliantly printed in gold and soft true pastel shades, and retain the true color values. These boxes, therefore, have a distinctive new freshness not found in most boxes of this type. Many stationers and envelope manufacturers are also using the new oilproof rubber plates to (*Please turn to page 74*)

An Interesting Bath Salts Package

Captain Kidd and his bloodthirsty followers undoubtedly were the inspiration for the novel package of bath salts reproduced below. Ye Olde Sea Chest is one of those intriguing packages with "buy me" appeal which consumers find difficult to resist. They make



such interesting decorative touches on a vanity or dressing table, the urge to buy is irresistible, nine times out of ten.

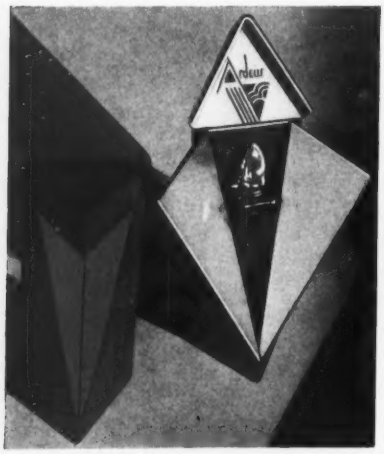
A sea green and gold wave motif paper is used for the covering of the chest which has a black painted wood

base. Braided green crepe paper serves as the handles at either side. The label, from the Foxon Company, Providence, is embossed in gold, orange and black. The design ties up with the name of the package showing the outline of a tropical coast with the ship in the background and the pirate on land.

The second illustration above shows the chest open with three oval transparent cellulose windows for the display of the product.

An Attractive Perfume Container

Constructed and designed in the form of a triangle, the unusually attractive container for Ardeur French perfume, distributed by the Ayer Co., of Lowell, Mass., shown in the accompanying illustration, possesses an



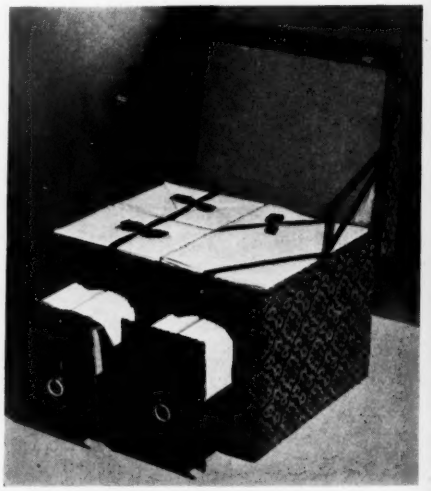
This unusual design makes a charming decorative note on milady's dressing table. Whether open or closed its unique lines and color effects make a striking appeal.

arresting sales building appeal. It is covered with blue velour paper with the wings and lining of the hinged cover in Artcote gold. The name and accompanying label motif appears on the latter.

When the cover is raised the wings fall open, carrying out the triangular effect, making an artistic and colorful display. The label is embossed antique gold paper.

Re-Use Feature in Stationery Package

For utility value, the package of social stationery, shown in the accompanying illustration, a product of the Powers Paper Company, Springfield, Mass., has many uses. From a construction standpoint it em-



Just another utility piece for all those little things one must find a place for

bodies all the principles of good re-use value, possessing all the requirements of a neat little chest for knick-knacks, jewelry, handkerchiefs, gloves and other accessories. It can be converted also into a ready reference file for personal correspondence, easily accessible in any room in a home. It is covered with tapestry cloth.

Uncle Sam's Traveling Counselors on Packaging Take the Road!

By Waldon Fawcett

The espousement of better packaging by the Department of Commerce offers a promise of valuable information that will be available to package users. No rigid plan of procedure has been mapped out although the work done thus far in the drug and confectionery fields has established a basis which may be adaptable to other groups of commodities. No attempt will be made to set up an autocratic judgment of packages; it is intended only in such surveys to establish an available and cooperative exchange.

TAKING THE NEWS at its face value, there was nothing very sensational in the recent announcement that S. L. Kedzierski of the Department of Commerce would inaugurate a series of conferences with groups of manufacturers in the confectionery industry. In reality, there looms behind this routine incident of Federal cooperation all the significance of a new departure in governmental policy that promises much for the cause of better packaging. Because the consultations that are slated in this latest program are in the nature of clinics on packaging technic and packaging strategy.

Confabs, let us say, between a spokesman for Uncle Sam on the one hand, and representative packagers on the other hand. The most surprising feature of the development is that up to now, not only has there been little dependence by packagers upon suggestions and advice from governmental quarters but there is a suspicion that such advice, had it been offered by official Washington, would have been regarded as of the important-if true variety—theoretic and academic rather than proven practical. Baldly, packagedom has not looked to Federal headquarters for its private prescriptions of packaging because packaging circles did not believe that bureaucracy knew its technical onions.

The circumstance that trade associations in New England and elsewhere have called Mr. Kedzierski into conference on the packaging complications of the period, is, therefore, a tribute of respect to the knowledge of the Government's specialist. If package reformers and redesigners can come really to have faith in the acumen of the Federal experts, the sequel of periodic or semi-occasional "physical examinations" will be easy. Because, it is obvious that a keen Federal observer of packaging trends and opportunities is destined to have a breadth of vision and an impartiality of judgment that, with the best will in the world, may not be enjoyed by the helper in packaging who has a narrower horizon or is tempted by self-interest.

Mr. Kedzierski well exemplifies the cause for confidence in the new relationship. That this staff member of the Domestic Commerce organization should be starting on his rounds as a traveling counselor on packaging (probably the first of many such consultants) is due, indirectly, to an assignment which he received several years ago. He was detailed to conduct, at the request of the National Confectioners' Association, a study of costs in the confectionery industry, distribution costs in particular.

The type of investigation was new to the Department of Commerce which had only shortly before turned its attention to the problems of domestic commerce after having concentrated for so many years on the task of promoting foreign trade. The department was, however, ripe for this type of research, even before the Confectioners' Association and other national bodies began to request it. Department heads had, on their own initiative, come to the conclusion that, what with the latter-day scramble for markets, business men must look to sales-cost analysis as a guide in establishing effective managerial control.

TO MAKE a long story short, the Commerce doctor detailed to look over the confectionery patient wasn't long in reaching the conclusion that packaging policies and packaging costs had a deal to do with the cost problems that were plaguing the confectionery marketers. Thereafter all his investigation took due cognizance of the packaging slant in each aspect of the complex problem. Not only did he learn, from the viewpoint of a "neutral," all the ins and outs of confectionery packaging but he made a scientific study of the package changes that showed themselves capable of changing losses into profits.

In the beginning, the package phase of the confec-

tionery survey proved to be—even as will succeeding commodity studies—essentially a census of package forms in the given field. The fact-hunter gathered statistics at first hand and computed the percentages of one-pound, two-pound and five-pound packages. In due course, the enumeration of sizes was broken down in terms of package income and margin. It was, for example, demonstrated, for the first time, that whereas the one-pound candy package is the most popular unit in the United States, a greater net profit is yielded by the two-pound box. Similarly, there was a rather startling revelation of the disappointing economics of the miscellaneous small packages—each packing a fraction of a pound.

It would have been easy enough from this study of cause and effect to develop and transmit to all who would listen a philosophy of candy packaging for profit. But, the Federal agent on the job did not let it go at that. He made it a distinct part of his program to seek out and examine all instances of which packers were able to report that they had increased profits or escaped from the red ink by a change in packaging customs. Also, the Federal sleuth did more or less exploring on his own hook in what might be termed the by-paths of packaging, but which proved illuminating as to results. For instance, it was to such inquisitiveness that may be attributed the discovery that packages of a given size and character may show a comfortable profit in nearby territory and yet move only at a loss in distant territory.

WITH SUCH a background of basic information provided by the latest research pattern at the Bureau of Foreign and Domestic Commerce it was entirely logical that the institution should be drawn into the free advisory service. As a matter of fact, however, Uncle Sam has been working up, over a period of years, to this ideal of first aid via roving commissioners of packaging. As a forerunner of the present project we had the system whereby trade commissioners, commercial attachés and consular officers, returning to the United States from periods of foreign service, went on tour of chambers of commerce, telling more than they could write and conducting question boxes for exporters and would-be exporters.

As a further manifestation of the same spirit of benevolent paternalism, or whatever you will, the Department of Commerce has, from time to time, sent on tour of trade centers "traveling exhibitions" of samples collected in foreign markets. The idea has been to provide American manufacturers and exporters with object lessons in the form of actual specimens of the merchandise that finds readiest acceptance in various foreign markets, markets that might be captured by American houses if they would cater to the tastes and preferences of the consumers overseas. Included in these traveling "sample fairs" sponsored by the Department, have been collections of packages—parades of alien best sellers mustered partly to give inspiration to American manufacturers of containers and partly to tip off American packers as to the package forms that find the greatest favor abroad.

The earlier efforts, as above mentioned, on the part of the Government were in behalf of the promotion of international commerce. The latest expression of the same underlying idea is the first attempt to gratuitously lend a hand in behalf of the betterment of domestic packaging. At that, no rigid program of procedure has been worked out. The plan is to have a Federal counselor on packaging attend and address, either the regular annual trade association convention of the marketers of the commodity line on which he has specialized, or else a special meeting called to deal with package reform, specifically. But this device of group-contact does not debar any individual packer who desires expert advice in diagnosis of his packaging problems.

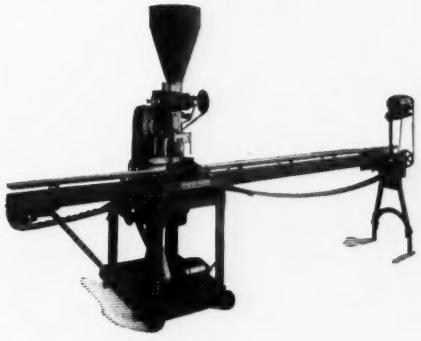
LEST PACKAGERS EXPECT too much of the new service by the Commerce Department, or count on its blessings to come precipitately, it should be explained that the new form of cooperation is to be dispensed piece-meal. Its scope will extend gradually from commodity to commodity. This is so because the package advisory stunt is not an independent activity of universal range. Instead, it is a by-product or offshoot of the individual commodity investigation, and necessarily the pace of package advisory service will have to, at best, keep step, commodity by commodity, with the extension of the studies from one mercantile line to another. Thus, confectionery packers may call for counsel forthwith. And it will not be long until packagers of proprietary specialties, toilet goods, soap, etc., can likewise have the benefit of whatever secrets of packaging the Commerce field agents have unearthed. But packers in lines where the Commerce Bureau has not yet been invited to sit in on "cost" problems may have to wait for intimate analysis of packages.

That Uncle Sam's packaging scrutiny and its attendant advisory service is likely to spread as fast and as far as business sentiment demands, is intimated to MODERN PACKAGING by Wroe Alderson, chief of the Costs and Operations Analysis Section of the Merchandising Research Division of the U. S. Bureau of Foreign and Domestic Commerce. Chief Alderson was explaining how it happened that the package investigational annex had been added to the national drug store survey. Said he:

"A principal circumstance which inspired us to include the study of packaging practices in the general survey was several discussions concerning the dull uniformity of packages for many proprietary products. At first we planned merely to summarize packaging practices as revealed in packages found in stock in the drug stores studied in St. Louis. After reporting this much to various groups of manufacturers, however, the degree of interest revealed seemed to justify more extensive effort in this direction. We now expect to include in this study typical instances of successful package re-styling by drug store product manufacturers.

What Is New In Equipment

"Impacta" Visco Filling Machine



The latest development and improvement in equipment for filling smooth semi-liquid products.

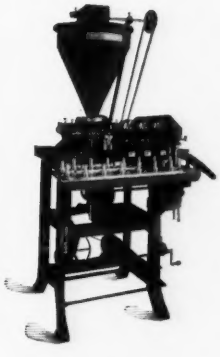
Has all the well-known advantages of the old Visco—but even simpler—faster—more economical of operation and upkeep.

Ideal for mayonnaise—mustard—apple butter—lard—etc.

Automatic straight through feed and discharge of containers.

Fills solidly—cleanly—accurately.

Cincinnati Tube Filler and Closer



Fills tubes solidly—free from air bubbles. No smearing. No wiping.

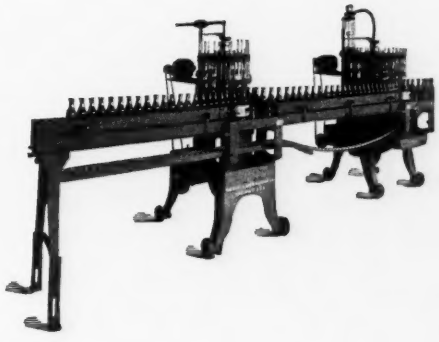
Closes the tubes tightly without clips. You save the expense of clips and use your same length tubes.

Handles tubes from ½" to 1½" diam. Quickly adjustable.

Equipped with "No tube—no fill" device.

Many other features detailed in new booklet.

Automatic Rotary Bottle Cleaner



The modern method for the modern plant—cleans bottles by means of compressed air.

Faster—less handling of containers—lower labor cost—less factory space.

Illustration shows machine direct connected to Kiefer Rotary Vacuum Filling Machine.

Cleaning bottles by compressed air has been used with indisputable success for years in a number of plants.

Write for full information.

The Karl Kiefer Machine Company

Cincinnati, Ohio

London Office: C. S. duMont, Windsor House, Victoria St., London, S. W. 1, England

"I think it very likely that if this work proves valuable and interesting in the drug field, attention may similarly be focused on packaging in any future studies which might follow the general pattern of the Louisville grocery survey and the national drug store survey."

What form of advice on packaging is given by Uncle Sam's experts? How practical are the recommendations? What phases of the subject are covered? These and similar pointed questions may, excusably, come crowding from everyday packagers who are curious whether Federal cooperation will prove really worth while. In answer, be it stated forthwith, that there is no intention at the Department of Commerce to set up Federal judgment as an autocratic and infallible oracle on all the problems of packaging. It is recognized, first of all, that there are many technical problems in packaging as to which the men within the individual packer's own organization are the proper arbiters. What the Government seeks to do, and all that it seeks to do, is to make available to any perplexed packager the unreported experiences of other package marketers who have grappled with similar problems.

To put it differently, the purpose of the Federal counselors is, in effect, to operate an "exchange" of packagers' confessions, maintaining, if need be, confidences as to names, dates and places; but passing along to responsible and interested parties little secrets of packaging that may be transplanted with profit from one business to another and even from one commodity line to another. Also—and this is significant—Mr. Alderson gave the key to governmental policy when he foretold the work on successful re styling of packages. That is the heart and soul of the Commerce program, as it has thus far taken shape—an ambition to help packagers to triumph in package redesign.

For evidence of the practical character of the package transformations that are possible under governmental guidance, we will turn to concrete examples that already stand to the credit of Mr. Kedzierski, pioneer nomadic counselor. Asked to give MODERN PACKAGING a foreglimpse of what has already been accomplished, Mr. Kedzierski said:

"While making a study of eight confectionery firms in the past two years with regard to distribution costs, we found many ways in which each manufacturer could readily convert his losses into a profit by making some rearrangements in the method of packing his goods. I will give you four concrete examples.

"One manufacturer packed candy in boxes containing two layers. By changing this two-layer box into a larger size, and packing only one layer, he decreased the cost of packing, as well as increased the popularity of the box.

"One manufacturer was packing bar goods in a small carton box, which was sold for five cents. By packing this particular bar in a glassine wrapper, which showed the kind of candy the consumer was buying, its popularity was increased. From the standpoint of costs, this wrapper is much cheaper than the original paper carton.

"In another instance, a manufacturer who formerly packed his goods in large wooden boxes, changed the packing to paper cartons, in which case an economy was effected.

"Another manufacturer selling a considerable amount of goods in glass containers effected an economy by shifting to a glassine wrapper."

Probably it is superfluous to explain, in conclusion, that Federal advisors are under the strictest injunctions from headquarters at Washington never to play favorites, either as between types of packages or as between rival versions of the same class of package. The sole solicitude of the "visiting nurses" is to promote and encourage economy and efficiency in packaging on the theory that thrifty, appropriate packaging conserves the profits of commerce and indirectly transmits its rewards to the package-purchasing public. Not infrequently, the result of the new Federal advisory service may be to sprout new species of packaging. For example, the Commerce Department's bearers of good counsel are, just now, striving to persuade conservative manufacturers of hard candies, who have long marketed their product in bulk, that they would find a ready market, *in addition* to that now served, if they would parcel hard candies in five- to eight ounce glassine packages. To the same tune, producers of "panned" candies are being told that, if they would save their retail market, they must have recourse to popular-price packages.

Brittle Is Inaccurate

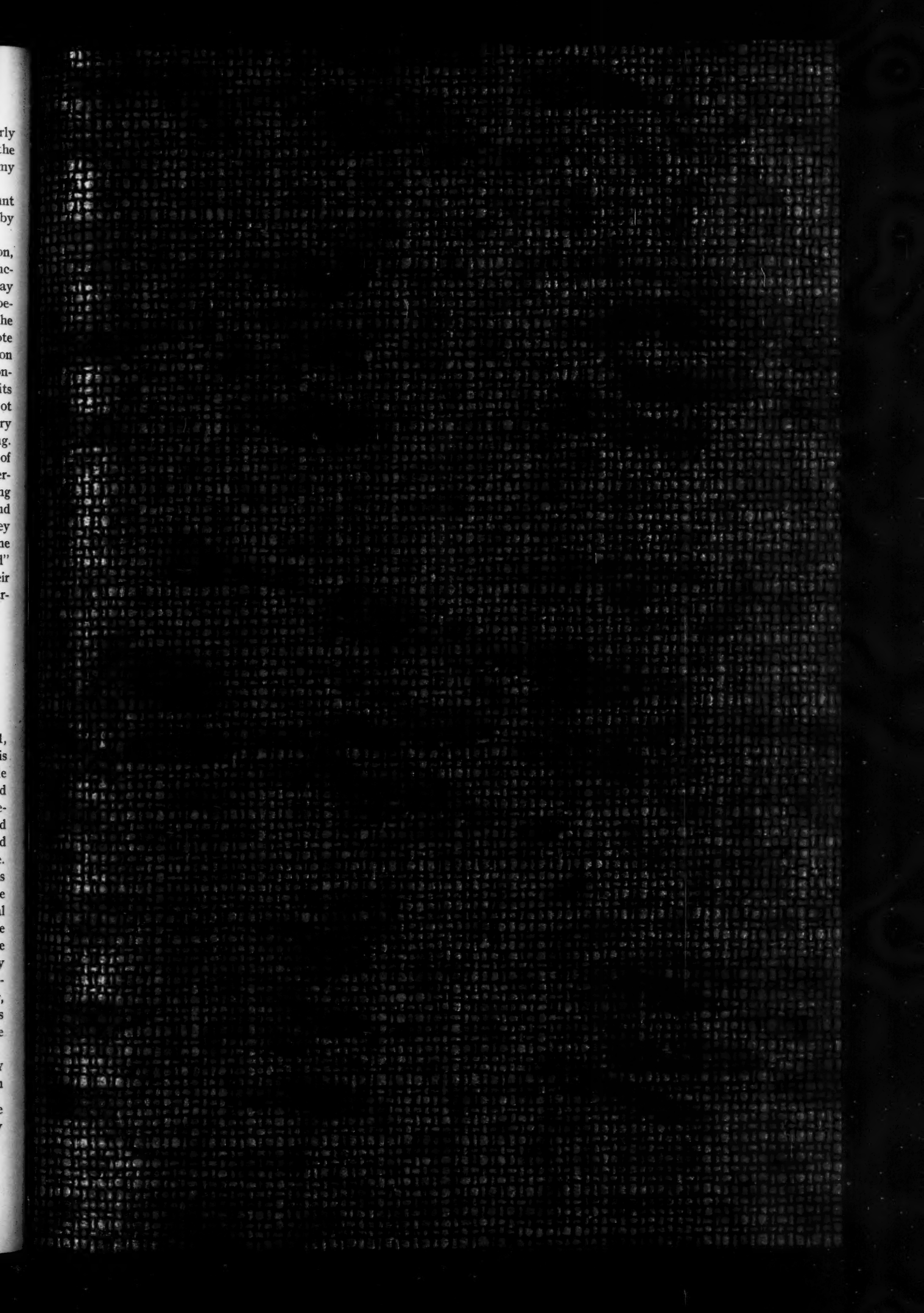
THE EDITOR,
SIR:

We note on page 76 of your July issue, on line 11, from the bottom of the first column, a statement is made that "Bakelite and similar materials are brittle and easily broken." It is doubtless true that resinoid plastics of the type of Bakelite molded material, require somewhat different handling from that applied to metals. We consider, however, that the word "brittle" is distinctly harmful and that it is inaccurate.

You will note on page 17, the physical characteristics of Bakelite molding material, such as is used in the making of tube caps. These data place the material in a class where brittleness and extreme fragility are not proper designations. If resinoid closures were *brittle and easily broken*, to the extent you infer, they would hardly be of satisfactory material for the purpose in question. Their general adoption, however, and continuing use in quantities of many millions, is the best repudiation of the suggestion that they are inadequate in mechanical strength properties.

LEON V. QUIGLEY
for Bakelite Corporation

We are glad to acknowledge this inaccuracy in the statement made in the article to which Mr. Quigley refers.—EDITOR



FINER—MORE EXTENSIVE

FEATURING THE NEW

Floating Color

Unquestionably the Finest

AT POPULAR PRICES

Offered by the C. R. Whiting

In Over 35 Years, NOW

Write NOW for copy of New 19

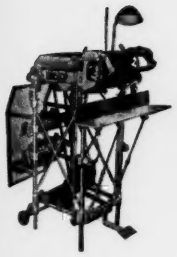
C. R. WHITING CO.

281-287 NEW JERSEY R. R. AVE.,

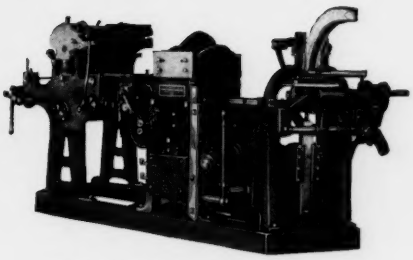
About October 26th we shall be located

New Modern Equipped Plant

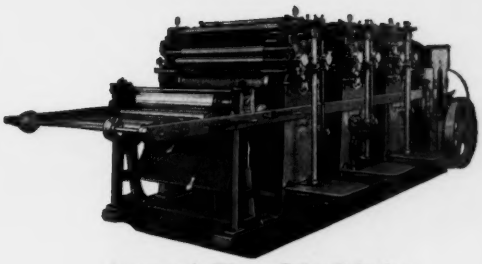
Hackensack, N. J.



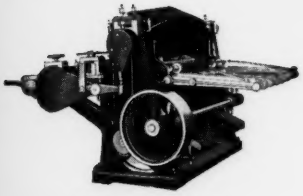
Paper Bag Sealer



One-Color Automatic Paperboard Container Machine

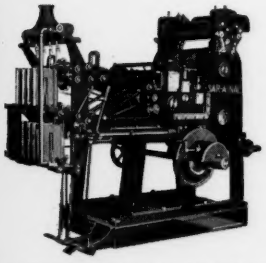


Automatic Three-Color Printing and Blanking Press



Automatic Feed Blanking Press

Fibre Container Stitcher



All-Rotary Press for Printing, Slitting, Cutting, Creasing and Stacking or Rewinding

It might be done better if you used *Wire Staples*

Think over the daily operations in your plant. There is probably something that could be done better if you used wire staples. It is true that there are a million uses for the wire staple, and Saranac has developed machines to take care of all of them. There are over four hundred distinct machines in the Saranac standard line—and if none of these suits your special work, a simple adaptation by our experienced engineers can quickly provide one.

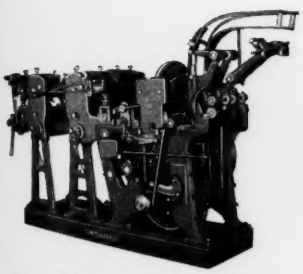
The continued trend toward less and lighter materials in the fabrication of packages is daily proving the value of the staple as a most important factor in the most up-to-date plants.

No manufacturer can afford to overlook the growing importance of wire staples—and no manufacturer who takes pride in producing an exceptional line himself can fail to recognize that Saranac has achieved nation-wide prominence by the same method.

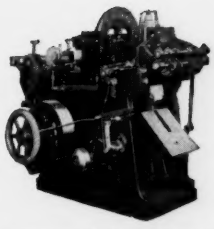
Our stapling machines are our pride. But we do not stop in the work of designing and perfecting still more efficient and economical units to bring our customers even greater satisfaction. If any problem of yours concerns stapling, there is no better way to solve it than to use the accumulated experience of the corps of Saranac engineers.

SARANAC MACHINE COMPANY

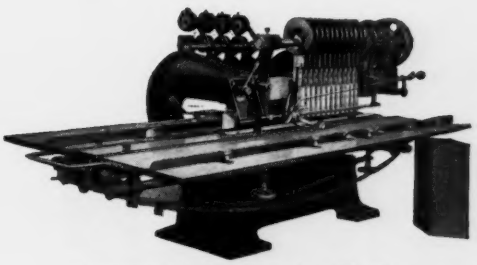
STAPLING and PACKAGE MAKING MACHINES
FOR WOODEN, VENEER, PLYWOOD, FIBRE and PAPERBOARD CONTAINERS
SPECIAL MACHINERY
BENTON HARBOR, MICHIGAN, U. S. A.



Two-Color Automatic Paperboard Container Machine

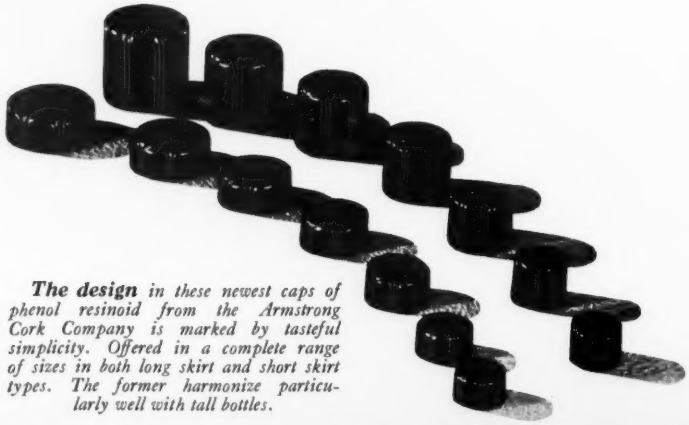


Automatic Paperboard Container Machine



Automatic Fibre Container Stapler

In the Field of SYNTHETIC PLASTICS



***The design** in these newest caps of phenol resinoid from the Armstrong Cork Company is marked by tasteful simplicity. Offered in a complete range of sizes in both long skirt and short skirt types. The former harmonize particularly well with tall bottles.*

***Upper Left:** Almay Products, New York, recently introduced this attractive family of toilet packages. A well balanced design has been achieved through the judicious use of tall, graceful bottles, neat and legible labels and deep closures of phenol resinoid. Photo courtesy Armstrong Cork Company.*

***Upper Right:** Small, clear glass jars instead of bottles are used for the new containers of Princess Pat products, Chicago. Labels are in red and gold. Different sized jars with similar mouth widths are identified by black phenol resinoid caps of different designs. Photo courtesy of Durez.*

***Left:** An ingenious drugstore deal for Dr. West's products with a permanent use as a brush-and-paste kit for traveling. The phenol resinoid caps are drilled to allow ventilation for the wet brush. Both ends of the glass tube are threaded, so that it may be opened at either end. Photo courtesy of Durez.*

HELP AT LAST!

for the product that is NOT put out in enormous quantities

By Means of the Goat Semi-Automatic Cartoner

for solid objects (one or more to a carton), and which—
Is low-priced;
Requires no costly mechanic;
Has variable capacity (20 to 40 per minute);
Effects an enormous saving over cartoning by hand.

An Excellent Investment under either of these Three Conditions

Large manufacturer having a lesser volume of distribution on certain products or sizes.

Smaller manufacturer whose output does not warrant a full-automatic machine and special mechanic.

Manufacturer of seasonal products who would lose by having a costly machine idle during dull season.

What it does:
Like a full-automatic machine, it takes the knocked-down cartons in a stack and sets them up, ready for loading.
Delivers them to the conveyor, where the operators load them.
Loaded, it closes and tucks or seals them (full automatic).
Note particularly:
1. The operator does not handle the cartons.
2. The number of operators is adjusted to the rate of output.
3. There is no waste of investment, labor, or time.

All the above is necessarily general. Tell us about your product and we will tell you what the Goat Semi-Automatic Cartoner can save in your particular case.

PACKAGING MACHINERY DIVISION of

The Fred Goat Co., Inc.

314 Dean Street, Brooklyn, New York

SPECIAL MACHINERY SPECIALISTS

Established 1893

Our Engineering and Contract Division solicits inquiries concerning the Design, Development and Production of any special devices or machines.

Designing Cartons for Machine Handling

By Francis Chilson

CARTONS MAY BE divided for the purposes of this paper into two general groups: container cartons and product cartons. Cartons used for holding a tube of tooth paste exemplify the former; those used for holding coffee and other household products typify the latter. The equipment for handling each of these groups is utterly different, although there are instances where the machines of the first category can be utilized in packing certain edible products. But we shall come to that later.

About five years ago manufacturers of high-class toilet preparations abandoned cartons on the theory that they could never be made beautiful enough to equal the appeal of lustrous glass and brightly colored plastic and metal caps. Some manufacturers even went so far as to attempt to merchandise such fragile containers as tubes of toilet creams without protecting cartons. The exigencies of the market, however, soon convinced the latter manufacturers of the error of their ways, and cartons were again used.

More recently there has been a trend back to cartons for the high-class products, for manufacturers have discovered that lustrous glass finger-marks very readily and that many highly polished metal caps tarnish quickly when exposed to air and light. Moreover, labels in delicate pastel colors were discovered to be susceptible to fading. Facilitating this trend is the growing conviction that cartons can now be decorated as beautifully as the containers themselves, coupled with the knowledge that cartons offer space for copy and the insertion of samples, both of which materially aid merchandising.

In the last two years paper, ink and carton makers have improved their various products to an extent which makes possible the design of a folding carton as beautiful as anything that can be designed of other packaging materials. Long-fibre, single- and double-coated boards have been developed, which will take inks almost as well as coated paper stock. The ink maker has contributed by the development of non-fading inks and the carton maker by incorporating these in designs surpassing anything ever conceived in this field before. These improvements have been emphasized by the employment of transparent cellulose wrappers. Such advances in materials and de-

Photo by Rehnquist

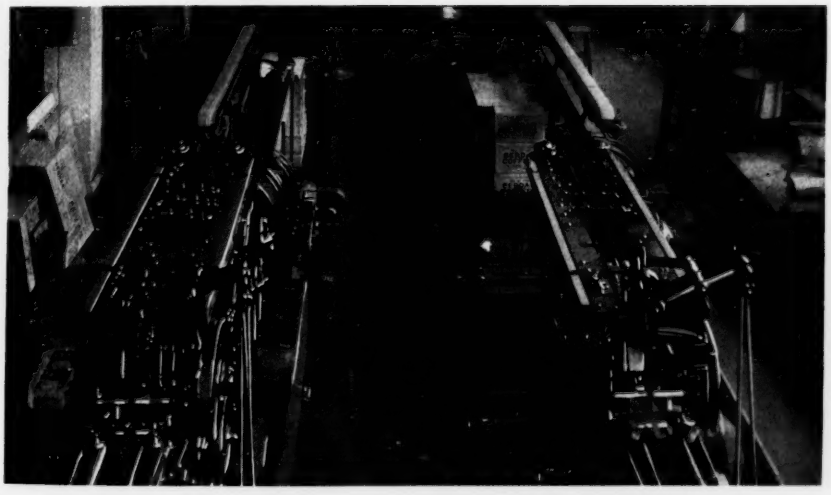
A few excellent examples of well-designed cartons for machine application. The cartons for Super Suds and Palmolive Beads illustrate the tight-wrapped variety; Sunnyfield Red Kidney Beans and Jack Frost Sugar are attractively printed cartons as are the three shown in the foreground though designed to contain solid objects.

HOW BERDAN KEEPS UP COFFEE SALES

BEAN or ground—Berdan's Coffees are instantly recognizable through the uniform packaging that is possible with Stokes and Smith Tight Wrappers.

Advertising campaigns on Quality Products are backed by this method of packaging—sealed in flavor (the wrap is completely glued)—sift-proof and vermin-proof.

Accurately placed tight fitting wraps—perfect application characterizes the work of these machines.



At the Berdan plant, Toledo, Ohio—the end of the packaging line—two S & S Tight Wrappers—turning out a Quality Product in a package that guarantees quality.

CARTON SEALING MACHINES *FILLING MACHINES* *WRAPPING MACHINES*

STOKES & SMITH COMPANY

PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

LONDON OFFICE—23 GOSWELL RD.

sign of course do not minimize the necessity for beautification of the principal container itself; they serve only to enhance and protect the beauty of that container while providing an opportunity for emphasizing the advertising message.

When cartons are being designed for machine production it is necessary, as in the design of other packaging materials, to keep factory conditions in mind, because the cost of the finished package as well as its appearance depends upon how well it is adapted to mechanical handling.

If the carton is to be handled by machinery, the primary consideration is accuracy in cutting, scoring and gluing the blanks. Since cartoning machinery has, comparatively speaking, a considerable number of moving parts, each of these parts must be made with absolute accuracy so that their movement shall be true and constant. Therefore, when cartons are not made with equal accuracy the results are hampered production, destruction of cartons and sometimes breakage of the containers themselves.

Hence, it is necessary to indicate a few simple rules for the guidance of the prospective carton user:

1. Buy cartons only from experienced carton makers. Printers and lithographers who have had no experience in making cartons will not realize the importance of the extreme accuracy required nor will they be familiar with the types of equipment used.

2. Give the carton maker the name of the equipment used and the speed per minute required of it.

3. Specify that all the blanks be die cut and free from frayed edges. The cutting of the flaps is very important. Not more than $^1/_{32}$-in. tolerance should be allowed for the reason that, when the machine is folding the flaps, an off-size flap or frayed edge is likely to catch and cause the destruction of the carton and the stopping of the machine. Precision in die-cutting the blanks is necessary in order that the scoring also shall be accurate. The scoring itself should be deep enough to bend easily but not so deep as to endanger the strength of the carton. If the blanks have been die cut with dies that are in good condition, it is possible to hold a pack of cartons on a level with the eye without revealing any variations from the smooth outline of the flaps. And it should be possible also to see light through the cut between the side and back flap. Since dies become dull with repeated cutting, it is good practice to have the carton maker number his dies and to print the corresponding number on the flaps of the carton, so that if poor cutting is noticed by the manufacturer when the cartons do not handle well, it is possible to notify the carton maker that die number so and so is apparently dull. Numbering does not increase the cost of the cartons at all, because the number of the die to be used for cutting is printed on the flap simultaneously with the printing of the blanks—the carton maker changes the number on the presses whenever a sufficient quantity of blanks for each die has been run. When the carton packs are numbered in this fashion it is possible to adjust the cartoning machine so that the supply of cartons from the dull die can be run off. In this manner all hindrances from alternate packs of good and bad cartons are eliminated.

4. Specify that the glued seam shall be $^1/_{16}$ in. away from and absolutely parallel with the scoring. This glued seam must be free from frayed edges and surplus glue. Inaccurate seams will cause difficulty when being set up mechanically, and surplus glue either forms troublesome beads along the seam or, what is far worse, may cause the cartons to stick together.

5. Specify that the packs shall be made up of uniform quantities and bound together with broad paper bands instead of string. String cuts into the edges of the top and bottom cartons and causes trouble in set up.

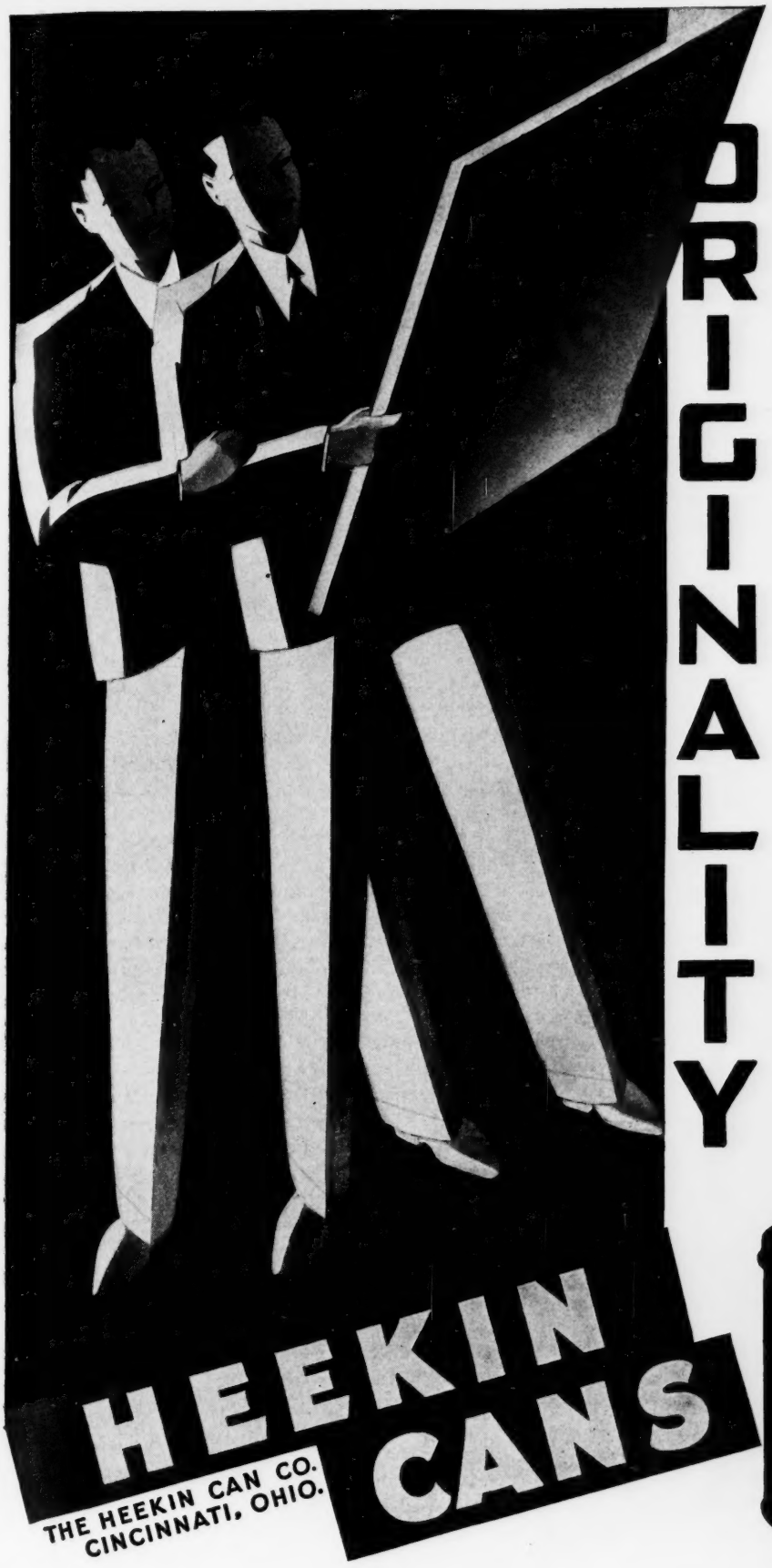
6. If the contents of the carton weigh more than ten ounces, it is wise to specify a glued bottom to insure against the carton falling open when picked up by the prospective customer. For ordinary purposes either the straight or reverse tuck carton may be used.

For high-grade products a long-fibre, double-clay-coated board should be specified because it takes ink well and scores easily without showing fine cracks through the design on the printed side. For cheaper products such as tooth pastes, etc., manila back stock may be used but it does not print as well as the former. For cheap products and inexpensive foods, news-back, patent-finished stock is usually used. The latter is very porous and brittle, hence it neither prints nor scores well. A sixteen to twenty point board will give the right weight for the best results in scoring and strength.

Solid black backgrounds are very difficult to obtain in lithographed cartons because of a tendency to develop off-shades of brown or gray. Black backgrounds are particularly sensitive to the action of strong sunlight, and hence should be avoided by companies shipping their products to tropical countries. The Northam Warren Corporation, manufacturers of Cutex, which is packaged in a carton with a solid black background, received a report from its Cuban agent that the cartons had turned gray in a show-case twelve feet from the front window and away from the direct light of the sun!

With the exception of cream, all pastel colors offer little light resistance when exposed to sunlight in show windows. Pink and lavender are particularly susceptible to fading. Manufacturers using such colors should be careful to specify non-fading inks, and should provide dealers with dummies for window display purposes to preclude the necessity for using regular merchandise. Emphasis is placed on this suggestion when the merchandise is distributed in southern states and in the tropical regions.

Gold-coated boards have been developed and will take dark printing inks beautifully, but the coating may crack along the scored corners. In any case, however, manufacturers desiring a metallic background in the design of their cartons had better use gold rather than silver-coated board, for the reason that silver does not print as well as gold and also because it smudges when it comes into contact with other cartons on the conveyor belts. If silver must be used the carton maker should be given an extra three weeks to permit him to



GIVE your product individuality by using Heekin Lithographed Cans . . . with a choice of color lithography on metal that is as varied as the rainbow. Heekin Lithographed Metal containers may be made in any shape or size, to suit your individual packaging problem . . . and enlivened with colorful advertising appeal that will last as long as the container itself. Bring your container problem to us . . . let our designers and advertising experts serve you . . . modernize your package the Heekin Way.

season the board after bronzing. Silver may, however, be incorporated with other colors in the design with good results. It is only when used as a background that it causes difficulty in production. Whatever the color or color combination used, it is better to break up the design of the carton through the use of figures, symbols, lettering or shading for the reason that plain backgrounds of solid color are apt to appear mottled because of the slightly varying porosity of the board, which absorbs the inks more at one point than at another. The best shapes for machine handling are rectangular and cubic. If the carton is to be wrapped in cellulose and there is choice in the selection of its shape, it should be remembered that a rectangular carton will wrap more neatly than one that is a true cube or very nearly so.

In the packaging of food products the tight-wrapped package appears to be competing successfully with printed cartons even in those fields where the added strength of the tight-wrapped package is not needed. There are several reasons for this, the most important one of which is that it is possible to obtain colors and color combinations on the wrappers for tight-wrapped packages which could never be obtained with equal finish and brightness on carton stock. Any color that can be printed on paper can be obtained on the wrappers for tight-wrapped cartons. Another reason for its use is that the tight-wrapped carton is much stronger than the printed carton because of the laminating effect of the inside chip-board shell, the layer of glue and the outer wrapper. It stands handling better and its corners never crumple or sag. Tight-wrapped cartons are filled and sealed in exactly the same way as printed cartons, and require only the additional wrapping operation. Some of the most striking cartons on the market are of the tight-wrapped variety: Super Suds and Palmolive Beads are good examples.

When the printed cartons are employed the previously outlined considerations as to accuracy of cutting and make up apply to them as well. Although the machines used for filling cartons with dry materials are utterly different from the cartoning machines used for handling filled containers, their successful operation depends on the care given to the construction of the cartons and the shells used in tight-wrapped packages.

Printed cartons made of news-back, patent-finish stock, while not as bright as tight-wrapped cartons, may be made equally attractive by a good designer as evidenced by Sunnyfield Red Kidney Beans, and also by Life Buoy Soap. This appears to depend upon the selection of the right colors and refraining from attempting to achieve the impossible. By way of analogy we may point out that a suede paper of the same color, though it is also a dull finish, is as beautiful as a bright or glazed finish because of an entirely different appeal. And it is toward emulation of the suede finish that the well-designed printed food carton leans.

A final word as to cartoning equipment. Because of space limitations we shall consider only the category employed in the filling of containers, bars of soap or chocolate into litho-cartons. The others are not usually called cartoners anyway. These machines may now be had with labeling and wrapping attachments and are manufactured in two general types: the multi-size and the single size. A machine built specially for a single size is preferred for large scale operation, but it is practicable only when the manufacturer has sufficient volume of that one size to keep the machine economically occupied. For a general line of relatively small run items the multi-size cartoner has the advantage that it may be changed over from size to size with little difficulty. Naturally, care is required in these various set-ups; the placement of the various accessories must be absolutely accurate and for this reason the operator of a multi-carton machine must be skilled in the handling of that machine. Cartoning machines, next to wrappers, are the most complex of packaging machinery and for this reason it is not reasonable to expect, as so many manufacturers do, that they can be operated by an inexperienced operator with no previous instruction in caring for cartoners. If cartoning troubles were analyzed and tabulated for all the cartoning industries, they could be classified in order of frequency according to the following causes: Faults in the construction of the cartons; carelessness in setting up the cartoning machine; improper maintenance—such as lack of adequate lubrication, failure to inspect periodically the moving parts of the machine to detect signs of wear, loosening of nuts, etc.—and finally, the desire to "improve" the cartoning machine by making home-made attachments and adjustments. On the whole it is a fairly safe bet that the cartoning machinery maker's broad experience is a good guide, and all innovations should be referred to him for suggestions as to their advisability. It is a curious fact that some manufacturers have constant trouble with their cartoning equipment, while others using identical equipment never have any difficulty whatever. Perhaps the answer lies in the fact that one of the best assets in any plant is a good millwright in charge of repairs, maintenance and set-ups.

¶

An Industrial Fellowship for research on moisture-proofing and greaseproofing paperboards used in cartons and boxes has been established at the Mellon Institute of Industrial Research, Pittsburgh, Pa., by the Robert Gair Company, of New York, N. Y. Recent progress in package merchandising has indicated a growing need for paperboard containers with improved moisture-proofing and greaseproofing qualities, and it is hoped that technically valuable advances will result from the studies which were begun on September 1.

According to Dr. Edward R. Weidlein, director of the institute, the new research on perfecting moistureproof and greaseproof paperboards for packages will be of interest to many industries. If successful, the investigational developments are expected to make possible important economies and improved efficiency in distribution, as well as to act as further stimulus to the growth of package merchandising.

WARNERCRAFT

THE FINEST WORD IN PACKAGING

Packaged by WARNERCRAFT to Meet the Standards of a Distinguished Manufacturer

FOR forty-two years WARNERCRAFT packages have been used by outstanding manufacturers to carry their articles throughout the world.

WARNERCRAFT offers a complete line of boxes to answer every kind of packaging need. If a folding box answers the requirements better than a set-up box, it is recommended; or if a molded plastic box is the correct solution, WARNERCRAFT has it also. WARNERCRAFT is unique in this complete service.

Why not consult us in regard to your packaging needs? There is no obligation involved, and a WARNERCRAFT designed package generally points the way to greater sales and increased profits through more effective packaging.

FANCY SET UP PAPER BOXES

FOLDING BOXES

MOLDED BOXES & CONTAINERS

ARTISTS & DESIGNERS ALWAYS AT YOUR SERVICE

THE WARNER BROTHERS CO.
BRIDGEPORT CONN.
New York Office: 200 Madison Ave.

Here, There and Everywhere - - - -

Some things shake even the most ardent faith. The *Saturday Evening Post* comes out Tuesdays, instead of Thursdays as of yore, and now we are expecting to buy Chase and Sanborn coffee Saturdays with, at least, Monday's date thereon.

• • •

We've heard a great deal about the "key-men" of certain industries, but we cannot understand how the Keymen of Sardine canneries, and R & R boned chicken manage to get by, unless they hold stock in manufacturers of can-openers. Giving a key to a city usually means good-will, but giving a key to a can is almost always the opposite.

• • •

With the Fuller Brush people adding a dozen different cleaning compounds to their line it looks as though business for the label and container industries will get their share of new business. . . and, by the way, if the expansion of the Fuller Products Co. keeps up why wouldn't they look upon the world as Fuller's Earth?

• • •

The next step in cooperative advertising is space on the non-competitive package. We expect to see, for instance, Pepsodent selling space on their packages to the California Orange Growers Association, in line with their present advertising policy, and local egg raisers adding to their cartons the line—"Superlatively excellent with So-and-so's hams, and bacon."

• • •

And from Servel Sales, Inc., advertising its Servel Hermetic Refrigerator. . . . . "it comes to you as a factory sealed 'package job!' No adjustments need be made in your kitchen. No pipes or wires need be installed. . . . . simply place in position wherever you want it". . . . .

• • •

When the new Wrigley package comprising chewing gum and a safety razor are packaged, it might be a good idea to include for these jaw gymnastics, a styptic pencil, in case both of the present contents are put to work at the same time.

• • •

The big Point to the Sheaffer Pen extra dividend, is not only their dealer cooperation, but the fine packaging and display tie-up. Compared to the price-cutting that obtains on some lines, it looks like another case of the Pen being "mightier than the sword."

• • •

"More Cellophane?" Something for the box makers to scratch their heads about, is a container for the "branded" Christmas tree inaugurated on the West Coast.

Wolf Award Committee Selected

The American Management Association has announced the Wolf Packaging Award Committee as follows: Alon Bement, director, Art Center; Dr. Charles Richards, executive vice-president, Museum of Science and Industry of New York; Dr. John A. Stevenson, vice-president, Penn Mutual Life Insurance Company; Dr. Paul H. Nystrom, professor of marketing, Columbia University, and Richard Bach, director of industrial relations, Metropolitan Museum of Art.

The award, a silver cup, offered by Irwin D. Wolf, secretary of Kaufmann Department Stores, Inc., and vice-president of the American Management Association in charge of the Consumer Marketing Division and the Packaging and Packing and Shipping Exposition and Conference, will be made for the best package developed and placed on the market during the period from Jan. 1, 1931, to Feb. 15, 1932. The announcement of this award was made during the first Packaging Conference, Clinic and Exposition held by the association, May 19–20–21, 1931, at the Hotel Pennsylvania, New York.

Any company or firm which orders and uses packages in the distribution and sale of commodities is eligible to enter its package or packages in the competition.

The award will be made to the company making the entry and where possible the name of the individual artist or designer will be mentioned in making the award.

Entries close at 5:00 P. M., Feb. 15, 1932.

A brief statement regarding each entry not to exceed a typewritten page $8\frac{1}{2}$ by 11 in. per entry will be required.

Honorary awards will be made by groups or classes of packages as the committee may determine and the Wolf Award will be made from among the winners of the group entry awards.

¶

After a period of laboratory and sales tests, the Ward Baking Company is now wrapping a large number of their cakes at all plants in a newly perfected wrap known as Riegelite. It is stated that this company has found that the transparency and general quality of the new wrap is such that sales have been maintained at a high peak and a direct saving of 70 per cent effected in the cost of wrapping materials. This new paper is moisture-proof and is a product of the Riegel Paper Corp., of New York. It is now being generally marketed as an outer wrap for food products.

¶

R. S. Clancy, who has represented the Lindley Box & Paper Company, Marion, Ind., on the West Coast for the past several years, has been appointed representative for the Interstate Folding Box Co., Middletown, Ohio. Mr. Clancy will represent the latter firm in the same territory.

PAINSTAKING
ATTENTION
TO DETAIL . . . . . .

The Label on a tiny glass jar—the "Silent Salesman" Display Carton—the window size cut-out—the 24-Sheet Poster—with "U S" all receive the same conscientious care and painstaking attention to detail. . . . This explains why—year after year—makers of America's best known products continue to call on "U S" to serve them in producing packaging materials and advertising helps. We can serve you, too.

Our product helps sell STA-RITE HAIRPINS; We can help sell your product too.

"COLOR PRINTING HEADQUARTERS"

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI
110 Beech Street

BROOKLYN
101 N. 3rd Street

BALTIMORE
28 Cross Street

Sales Representatives in 16 Cities—A Nation-wide Service.

Many Exhibits at Second Package Conference

An outstanding feature of the Packaging, Packing and Shipping Conference, which is being held under the direction of the American Management Association at Chicago, March 7 to 12, inclusive, will be the Packaging, Packing and Shipping Exposition, an exhibit of packages and containers, packaging, packing and shipping materials, supplies, equipment, machinery and methods which have had a definite application to modern packaging, packing and shipping.

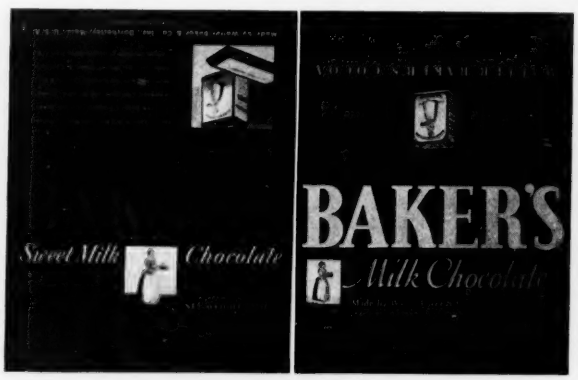
Of the conferences and clinics to be held during the six days, two will be devoted to the problems of packaging, two to packing and shipping technique, and one each to production and consumer marketing, according to Irwin D. Wolf, secretary of Kaufmann Department Stores, Inc., and vice-president in charge of the conference. Many unscheduled problems will be brought up and discussed in the clinic, also, in addition to the scheduled addresses of the conference, to be announced later.

Among the special exhibits which will be displayed at the exposition are the following:

Acme Steel Company, Chicago, Ill., shipping room supplies and equipment; Artcote Papers, Inc., Irvington, N. J., fancy papers for box coverings; Better Packages, Inc., Shelton, Conn., gum taping machines; Breskin & Charlton Company, New York City, MODERN PACKAGING, PACKAGING CATALOG and exhibit of packages; Container Company, Van Wert, Ohio, shipping drums, fibre containers; Container Corporation of America, Chicago, Ill., containers of all materials, folding boxes and pails; Du Pont Cellophane Company, New York City, Cellophane for wrapping; Einson-Freeman Company, Long Island City, New York, lithographs, counter and window display sets; J. L. Ferguson Company, Joliet, Ill., packaging machinery; General Box Company, Chicago, Ill., wooden boxes and shipping supplies; General Plastics, North Tonowanda, N. Y., plastic material, "Durez;" General Printing Ink Corporation, New York City, all varieties of printing inks; Gerrard Company, Chicago, Ill., bale ties, wire tying machines; Hinde & Dauch, Sandusky, Ohio, paper, fibre and corrugated boxes; Interstate Folding Box Company, Middletown, Ohio, paper boxes; Kalamazoo Vegetable Parchment Company, Kalamazoo, Mich., vegetable parchment paper wrappings; G. R. Leonard Company, Chicago, Ill., *Shipper's Guide;* Lowe Paper Company, Ridgefield, N. J., clay-coated boxboard and papers; A. B. MacAttammany Publications, Inc., *Packaging Record;* Mono Service Company, Newark, N. J., paper boxes and display set-ups; National Metal Edge Box Company, Philadelphia, Pa., paperboard novelties and specialties; Norton Laboratories, Lockport, N. Y., plastic material, "Norloc," "Durez;" Package Machinery Company, Springfield, Mass., machines for wrapping with Cellophane; *Packing & Shipping;* New York City, Packing and Shipping, Riegel Paper Company, New York City, paper; Thomas M. Royal & Company, Philadelphia, Pa., paper bags; Sealright Company, Fulton, New York, containers of paper; Stokes & Smith, Philadelphia, Pa., paper box and package machinery; Sylvania Industrial Corporation, New York City, "Sylphrap" and "Nymphrap;" Triangle Package Machinery Company, Chicago, Ill., automatic packaging machinery; Union Bag & Paper Company, Long Island City, bags of every sort.

New Wrapper for Chocolate

A new wrapper is now being used for Baker's bar chocolate. This is shown at the left of the illustration, with the old wrapper at the right. In the new design the lettering of the name "Baker's," which is in gold as contrasted with white on the old label, has been improved and is more legible. The trade mark "La Belle Chocolatiere" has been enlarged. The restraining border of orange which appeared on the old label has been removed, thus allowing more display space. Reference is also made in copy and illustration on the new wrapper to other products of the company.



¶

An embossed gold, red and black label, whose size shows to advantage the packaged food, a product of Wilson & Co., Chicago. The color scheme and design are particulary effective for prominent display. The label is from the Foxon Co., Providence. Cooking suggestions in a long, narrow panel, carrying the trade mark design, appear on the back of the jar.

R. C. Specialty Fibre Cans

Shape requirements have never stumped the R. C. Can Co. designers. If you wanted a star shaped fibre can we could throw it on the drawing boards with the same certainty of getting a practical, producible container as we would have for the simplest of cartons.

Similarly any other seemingly insurmountable problem of design or production is greeted at the R. C. Can Co. plant as something to make the day's work more interesting. We are, and intend to always be, experts in trouble shooting. We have, and intend to have even more, customers who can rely upon us to produce fibre cans of uniform high quality, every day in the year.

May we show you what we can do . . . and how little it will cost?

R. C. CAN CO.

ST. LOUIS MISSOURI

Factories at St. Louis and Rittman, Ohio

Put your fibre can problems up to us: one of our experts can solve them.

Paper Wrappings for Confectionery

By E. T. Ellis

Reference has been made in previous instalments* of this series to the fact that a single paper wrapping is often insufficient. Many examples have been described and illustrated where two, three or four wrappings were required, but in the present chapter an extreme case of multi-wrapping is furnished, in which no less than forty-six pieces of packing are employed for a model holding fourteen sweetmeats only. Actually an even greater number of pieces is sometimes demanded.

Readers are asked to note that occasionally confectionery packings are patented or otherwise protected. In all cases, therefore, before proceeding with the production of the lines described and any others, the usual inquiries should be made through patent agents.—Editor

The nature of these multi-wrappings is also of importance, and as a rule a transparent outer wrap is essential, with a much stiffer backing sheet. We then have varieties of opaque paper, inner transparent and inner foil wrappings, the foil being almost always the nearest to the surface of the sweetmeat itself. With up-to-date machine packing these numerous pieces can be applied nearly as quickly as can a single piece, and as the extra protection afforded is substantial, packing houses are strongly recommended to use them more liberally than they have done in the past.

Fig. 1 illustrates an attractive type of transparent paper packing in which peppermint jelly sweetmeats are retailed. The base is compound, consisting of 2B and B; the back, if we can call it such, is lettered A, while the front is lettered C, the overlap strip is lettered D, this leaving us with the ends lettered E and F. In some instances, however, the arrangement is rather different, A plus D forming the base, B, 2B forming the front, and C forming the back, while E and F again form the ends. When this is so the folding of the base is that of the separate sketch thereof, B and E being one thickness of paper, C two thicknesses, i. e., the overlap of D and A of the whole sheet, and the two flaps A and D the ends which are turned on last and glue thereto.

A separate sketch of one triangular end is shown at Y, while a separate sketch of the printed label is shown at Z, this corresponding with B of the whole sheet. Printing is required on this in two directions as shown by the arrows, and the label consists of opaque and not of transparent paper.

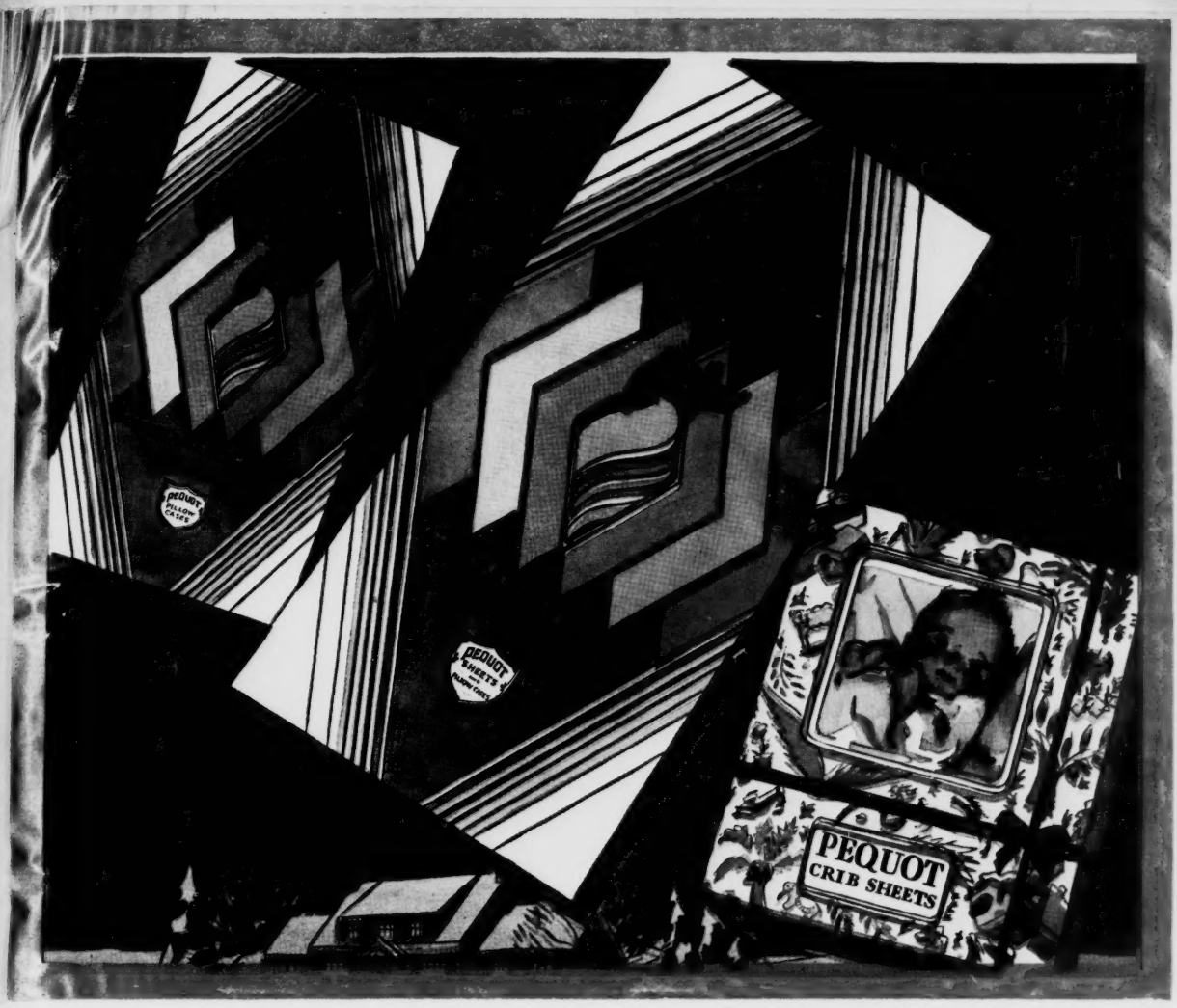
Regarding folds, these vary naturally in the number of degrees, owing to the triangular shape of the sweetmeat. It will, therefore, be sufficient to say that they are required about the lines GH and JK, LM, NP and QR. Frequently a card base and end piece is supplied, but as this is more of a tray than a paper wrapping it is not shown in the sketch.

Dimensions of this type of paper wrapping are as follows: Total length of sheet, 5 in.; total width, $4\frac{1}{2}$ in.; width of base overlap when paper is arranged that way, $\frac{3}{8}$ in.; length of opaque label, $1\frac{3}{4}$ in.; width, $\frac{5}{8}$ in.; maximum thickness of wrapped specimens, $\frac{7}{8}$ in.; total weight, including opaque paper label, under $\frac{1}{4}$ ounce.

Fig. 2 shows a transparent type of paper packing of hexagonal character, i. e., this is used for covering six triangular packets of sweetmeats made into the form of a hexagon as shown by the separate sketch of the end A, B. Two seals are provided for each end, one of these being shown at T printed in the directions shown by the arrows thereon, and the position of this when *in situ* on the end is that of the circle A thereon.

The main surface of the whole sheet is divided up into seven strips, as shown by the letters, A, B, C, D, E, F, G and of these G overlaps A, and is held thereto by adhesive or other means. End strips are also provided as shown at H and J, main folds being made along the lines K2K, L2L, M2M, N2N, P2P, Q2Q, R2R and S2S. To make up the hexagon ends, a series of complex folds is required, but as these are mainly concealed by the seals, and are in any case badly defined on a machine wrapped specimen, it is hardly necessary to indicate them in the drawing. This sheet is, however, noteworthy on account of the fact that the folds along the lines K2K and L2L amount to ninety degrees each, whereas all the other folds are obtuse angles, corresponding with the shape of the ends. No printing or paper labeling is as a rule demanded on the outer or inner surface of A, B, C, D, E, F and G, as the printing of the packets themselves is visible through it.

*See April, July, October and December, 1929, and February, April, July, September, November, 1930, and February and April, 1931, for earlier instalments of this article.



HITCH your package to a star—a star ink that will sear through the consciousness of the passer-by like a comet.

• Inks whose colorful qualities command attention—hold the eye—stimulate interest . . . Inks whose printing qualities are superb, even on materials like transparent cellulose . . . inks that adhere . . . inks that offer no chemical reaction . . . inks that shine . . . Levey inks.

FREDERICK H. LEVEY COMPANY

59 BEEKMAN STREET NEW YORK, N. Y.

Printed by Steidinger Press, New York

Printed on No. 450 SYLPHRAP.

Mfg. by Sylvania Industrial Corp.

Dimensions of this type of paper wrapping are as follows: Total length of sheet, 7 in.; total width, $6^1/_4$ in.; diameter of seal, $1^1/_8$ in.; thickness of wrapped specimens, measuring from the upper point to the lower point of the end, $1^3/_4$ in.; total weight with two seals, under $^1/_4$ ounce.

Fig. 3 shows an attractive type of single-piece foil wrapping emanating from milk chocolate makers. I would direct the attention of readers to the ribbed front of which a separate sketch is shown at A, B, C, D, E, F, the ribbing of the sweetmeat being plainly visible through the foil wrapping. Also to the rectangular top, T, the base being a shade larger than this though of similar shape.

The top of the whole sheet is shown simple, and corresponds with the top, T, the actual lettering being in this instance C. The back and front which carry ribbing are shown at B and D, the ends are shown at F and G so far as the actual sweetmeat is concerned, but extra end pieces in this instance are provided by the strips H and J. The base is compound, being made up of A plus E.

The main edge folds only are shown in this drawing, these being required along the lines K2K, L2L, M2M, S2S, P2P, Q2Q, NP, 2N2P, PQ, 2P2Q, QR and 2Q2R. Owing to the shape of the sweetmeat as shown by the separate sketch of the front, it follows that certain bends are acute angles, others are obtuse angles, while, when the foil is turned under to form base flaps, double right-angle bends are employed. A separate sketch of the base, showing the folds most frequently employed, is given, and of these C and D are made first, B is then turned on to them, and lastly the foil is folded to form the large flap A.

Dimensions of this type of foil wrapping are as follows: Total length and total width of whole sheet, $2^1/_4$ in. each; total length of base, $1^1/_4$ in.; total width, $^3/_4$ in.; total length of top, $^3/_4$ in.; total width, $^3/_8$ in.; thickness of wrapped specimen, $^3/_8$ in.; total weight, under $^1/_4$ ounce.

Fig. 4 shows another type of foil wrapping in which triangular chocolate biscuits are retailed. The whole sheet is made up of A plus B, the triangle B representing the approximate position of the specimen *in situ*, while right-angled folds are made along the upper and lower edges corresponding with the lines DC, DE and CE, assuming that B is the base of the specimen.

A more detailed sketch of the base is, however, shown separately, in order to indicate the interesting character of the folds thereon. In this instance it should be noted that C plus B overlaps A plus B to a considerable extent, as shown by the dots separating B from C, or more accurately by the five-sided figure within which B is found. A plus B overlaps D slightly, while B plus C also overlaps D. It may be correctly

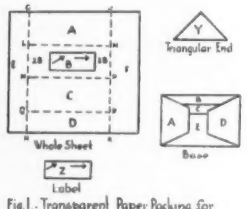


Fig. 1.- Transparent Paper Packing for Peppermint Jellies With Opaque Label.

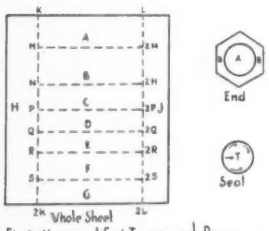


Fig. 2 Hexagonal End Transparent Paper Packing for Packets of Milk Chocolate.

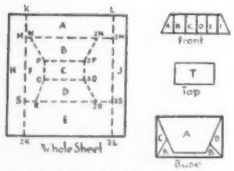
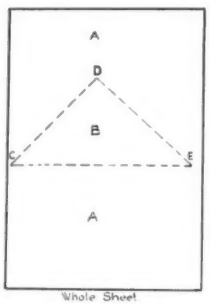


Fig. 3. Single Piece Foil Wrapping of Milk Chocolate



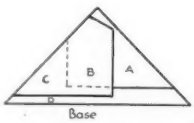


Fig. 4 Single Piece Foil Wrapping for Triangular Chocolate Biscuit

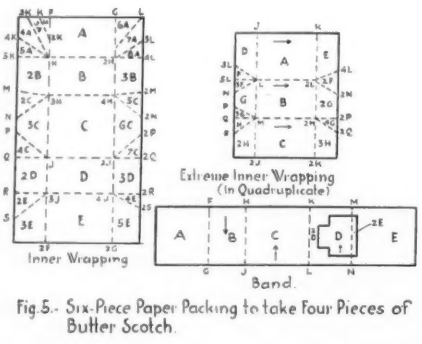


Fig. 5.- Six-Piece Paper Packing to take Four Pieces of Butter Scotch.

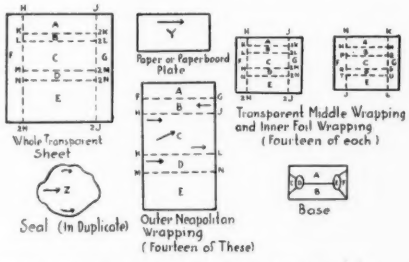


Fig. 6 Forty-Six-Piece Packing for Fourteen Chocolates of Neapolitan Type

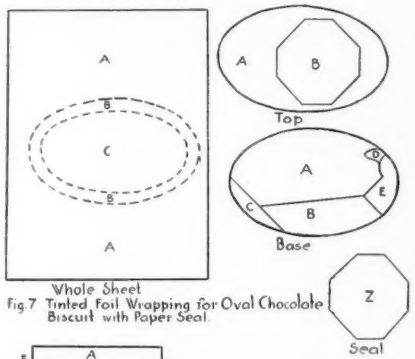


Fig. 7 Tinted Foil Wrapping for Oval Chocolate Biscuit with Paper Seal.

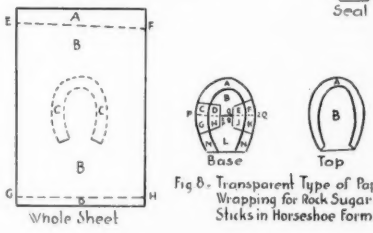
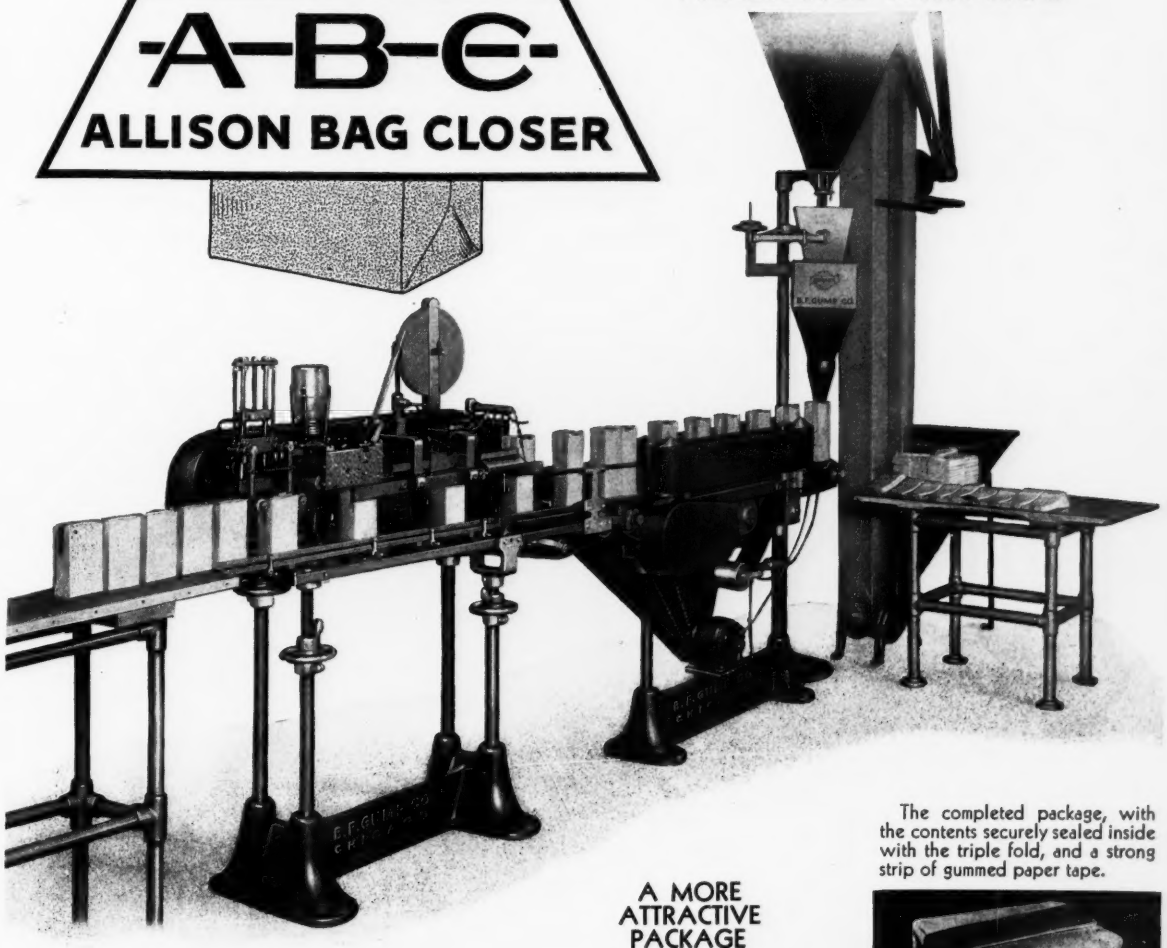


Fig. 8.- Transparent Type of Paper Wrapping for Rock Sugar Sticks in Horseshoe Form

AUTOMATICALLY
SHAPES, PACKS, FOLDS AND SEALS PAPER BAGS WITH TAPE

A-B-C
ALLISON BAG CLOSER



A MORE ATTRACTIVE PACKAGE

The completed package, with the contents securely sealed inside with the triple fold, and a strong strip of gummed paper tape.

Investigate the possibilities of merchandising your product in an attractive paper bag, neatly sealed on an Allison Bag Closer. You will soon realize the advantages of a better package, at a much lower cost.

SPEEDS UP PRODUCTION — SAVES MONEY

The Allison Bag Closer is designed for automatically packing, folding (with triple fold), and sealing with gummed tape, either lined or single paper bags. Beginning, when the bags receive the net weights, the operation is continuously automatic as they are shaped, packed, folded, and sealed with a strong strip of gummed paper tape. Operating speed is up to 30 packages per minute. The finished bags are uniform in appearance and size, solidly packed, and are easy to handle and pack in cartons or large paper bags for shipment.

The practically airtight triple fold which is applied to the bag is pressed tightly against the top as the gummed paper tape is securely placed, and thus assures a "dustproof, strong seal" that guarantees original weight delivery to customer, and a neat, clean package.

Improve the appearance of your package by installing an A-B-C and, at the same time, greatly lower operating costs in your packing department.

B. F. GUMP CO.
ESTABLISHED 1872
431 SOUTH CLINTON ST., CHICAGO

SALES REPRESENTATIVES
UNION BAG & PAPER CORP.
WOOLWORTH BUILDING
NEW YORK, N. Y.

assumed that the foil is first turned on to the base to form the strip D; A plus B is then turned on to this; and finally C plus B is turned on to the three, without actually gluing the foil down to hold it on.

Dimensions of this type of foil wrapping are as follows: Total length of sheet, 5 1/4 in.; total width, 3 3/4 in.; length of base, 3 in., measured along the line CE; total thickness of wrapped specimen, 3/8 in.; total weight uncharged, under 1/4 ounce.

Fig. 5 illustrates a six-piece paper packing, this being used for the wrapping of four pieces of butter scotch. Taking the extreme inner wrapping first, this is rectangular in shape, and consists of a top B, a compound base, A and C, compound ends D, F, 3F, G, 3G, H, 2H and E, 2F, 2G, 4G, 3H. Owing to the thinness of the piece, the front and back cannot satisfactorily be shown, and it is, therefore, necessary to point out that upper and lower edge folds are made along the lines L2L, M2M, LM and 2L2M, supplemented by other folds along the lines JL, M2J, K2L, 2M2K, 3LL, 5LL, NL, PM, QM, RM, 4L2L, 2N2L, 2P2M and 2Q2M. Printing is required along the outer surface of A, B and C, as shown by the three arrows. Four of these extreme inner wrappings are required, i. e., one for each sweetmeat.

The quartette of extreme inner wrapped specimens are held in an inner wrapping of colored semi-transparent greaseproof paper. A sketch of this is furnished separately.

Considering its various parts, C is its top, D is its front, B is its back and its compound base is made up of A plus E, while the left-hand compound end is made up of 2A, 3A, 4A, 5A, 2B, 2C, 3C, 4C, 2D, 2E and 3E and the right-hand end is similarly made up of 6A, 7A, 8A, 3B, 5C, 6C, 7C, 3D, 4E and 5E. Folds are made along the lines F2F, G2G, 5K4L, M2M, Q2Q and R2R, while shorter folds must also be provided along the lines K2K, 3KH, 4KH, 3HN, PJ and 3JS, in the case of the left-hand end, short folds corresponding with the letters L2L, 3L2H, 4H2N, 2P2J and 4J2S, in the case of the right-hand end. No printing is as a rule required either on the outer or inner surface of this example.

The paper band is put over this model along its greatest length, otherwise the end pieces of paper would have to be glued down. This band is made up of a top C, a back B, a front D, 2D and a compound base A, E, 2E. The area D, 2E is a special combined printing and tinting area of distinct shape, as shown, while other printing is also demanded on the outer surface of B and C, as indicated by the arrows thereon. Right-angle bends in this instance are required, these being made along the lines FG, HJ, KL and MN, while A is held to E, or E is held to A by a little adhesive applied to the outer surface of one, or to the inner surface of the other.

Dimensions of this type of paper wrapping are as follows: Total length of band, 5 in.; total width, 1 1/8 in.; length of inner wrapping, 4 1/4 in.; width, 2 3/8 in.; length of extreme inner sheet, 2 3/8 in.; width, 2 in.; total thickness of wrapped specimens in quartette, 1 in.; total weight of two sheets and band together, under 1/4 ounce.

Referring to the forty-six-piece packing mentioned in my opening paragraph, Fig. 6 shows its various parts. Taking the whole transparent sheet first, its compound base is made up of A plus E, the ends are shown lettered F and G, the front is lettered D, the back is lettered B and the top is lettered C. Folds, which are nearly right angles, are made along the lines H2H, J2J, K2K, L2L, M2M and N2N. Below the whole transparent sheet is shown one of the two seals, these being of opaque paper and printed on their outer or upper surface in the direction of the arrows above and below Z, and also through the center, while each seal is liberally covered with adhesive on its inner surface.

A paper or paperboard plate of the shape Y is also provided, this carrying a little wording in the direction of the arrow thereon, often, however, in a special style. If paper is used, this must be extra stiff, and should be light in color.

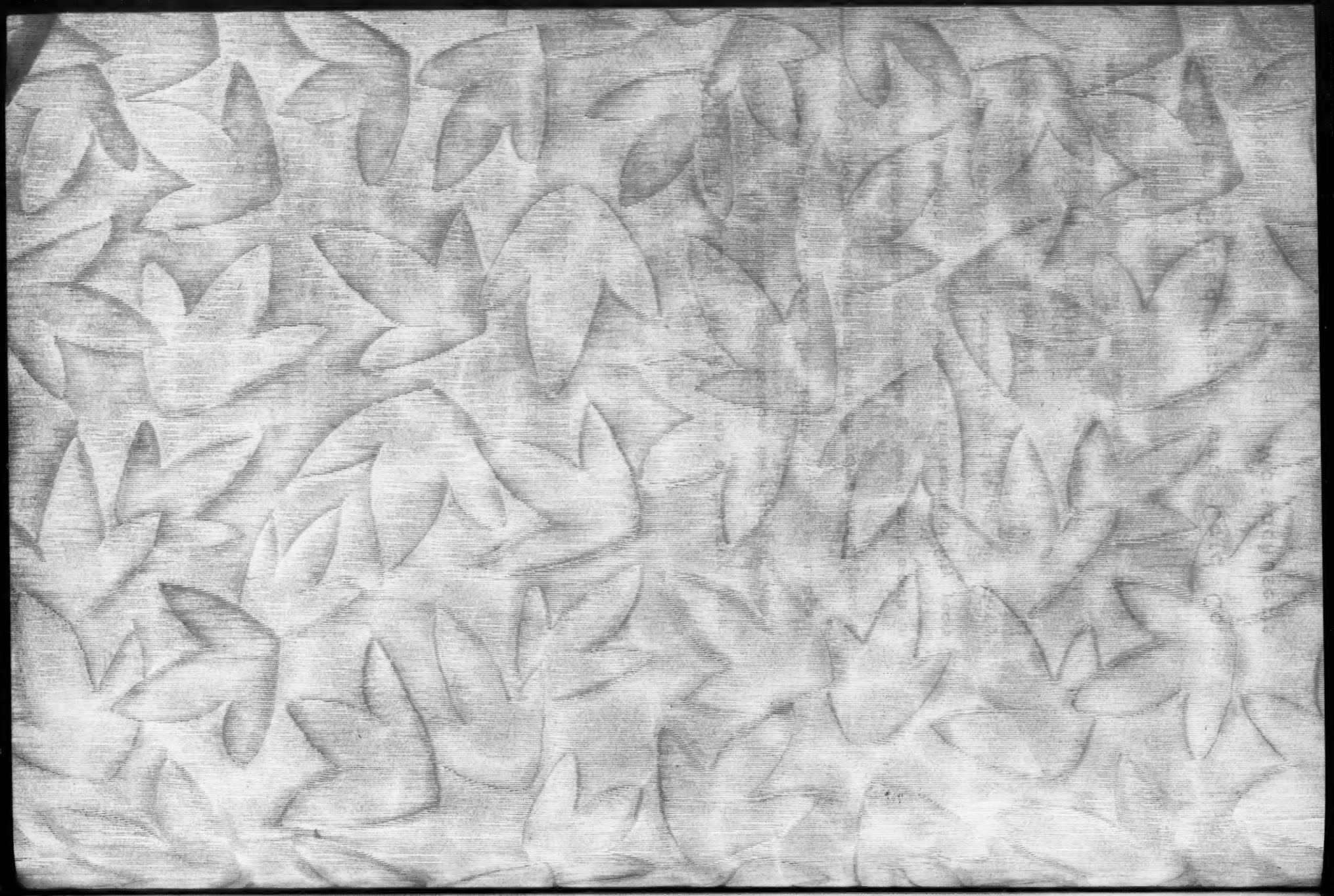
Passing on to the outer neapolitan wrapping, one of the fourteen of these only is shown, and of this C is its top, D is its front, B is its back and its compound base is made up of A plus E, these two being held by a small amount of adhesive on the outer surface of one, or on the other's inner surface. Bends which are nearly right angles are made along the lines FG, HJ, KL and MN, printing being required on the outer surface of B, C and D, in the direction of the various arrows.

Each neapolitan is provided with a transparent middle wrapping, of which C is its top, D the front, B the back and its compound base is made up of A plus E, while end strips consist of F and G. Right-angle bends, or bends which nearly approach to right angles, are made along the lines H2H, J2J, K2K, L2L, M2M and N2N. No glue or other adhesive is used to hold A to E.

Each neapolitan is also provided with a foil inner wrapping, and one of the fourteen of these is also shown. The folds and strips are practically the same as those of the transparent middle wrapping above described.

The paper or paperboard sheet of the base forms a rectangle. The fourteen neapolitans are placed on this and the transparent paper is put over them to form the top of the model, corresponding with C of the whole transparent sheet. The paper is then folded over to form A and B of the base itself, one being glued to the other. The ends are then turned on to form C and F, and are glued down while, finally, the seals D and E are put over to hold C and F to A and B.

Dimensions of this type of combined paper and foil wrapping are as follows: Total length of whole transparent sheet, 8 in.; width, 8 in.; total length of paper or paperboard plate, 5 1/2 in.; total width, 2 3/4 in.; dimensions of seal, 1 1/8 in. x 1 in.; total length of outer neapolitan wrapping, 2 3/8 in.; total width, 1 3/8 in.;



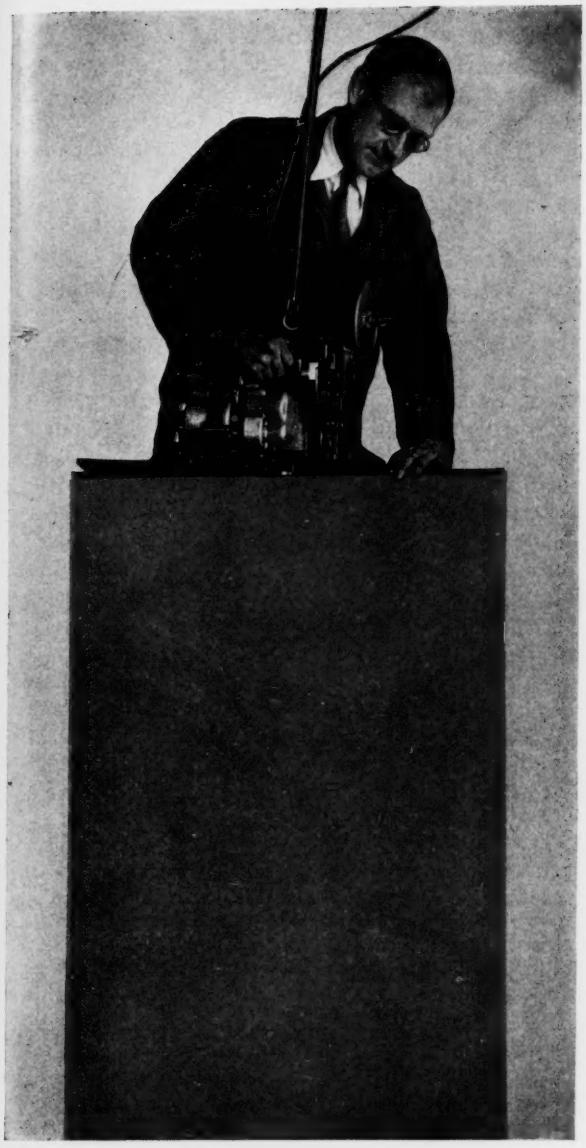
LUSTER LEAF BOX PAPER - one of the most recent dainty and yet distinctive creations from the Hampden Mills is suitable for all kinds of boxes. The delicate shading of foliage is beautifully portrayed and over all is an attractive note of prestige.

One new Hampden box paper is being shown each month in Modern Packaging and each represents the results of fifty years of untiring effort, creating papers designed to be distinctively different from all others in the field.

Sample working sheets of LUSTER LEAF in a large range of delicate shades will be gladly sent to all those who wish to experiment with this new paper. Please address: - - - - - - - -

Hampden Glazed Paper and Card Co.

Holyoke - - - - - Massachusetts



ANOTHER PROBLEM SOLVED BY BLISS METHODS

Sealing mattress boxes has been a problem in the past. Wire stitching has been the most economical and strongest method but there have been no means of accomplishing it so tape or glue was used as a substitute. Now the BLISS PORTABLE STITCHER makes the use of such substitutes unnecessary and also permits economy in materials since it requires only 1¼" overlap while at present top and bottom flaps are fully overlapped.

•

The upper illustration shows a mattress case standing on end while the BLISS PORTABLE TOP STITCHER fastens the top flaps. A similar case stitched while lying on its side is shown below. This is handled either by having the BLISS PORTABLE STITCHER suspended on a spring or by placing it on a roller carriage which runs on the table.

•

Since the BLISS PORTABLE STITCHER is entirely counterbalanced by the suspending spring, the operator is free to move the machine in any direction but does not have to support its weight at any time. The machine is self-contained with built-in Universal motor.

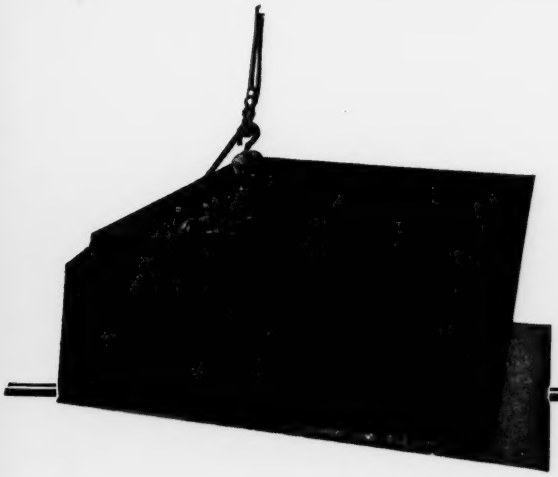
•

The BLISS PORTABLE STITCHER is especially adapted for use in the sealing of unusually large or heavy cases which are difficult or impossible to handle by other means.

•

The nearest Bliss Representative will be glad to answer your call and show you the advantages of using a BLISS PORTABLE WIRE STITCHER.

•



H. R. Bliss Co., Inc.

Manufacturers of Wire Stitching and Adhesive Sealing Machinery for All Types of Fibre Containers

NIAGARA FALLS, N. Y.

50 Church St.,
New York, N. Y.

608 So. Dearborn St.,
Chicago, Ill.

James Q. Leavitt Co.,
Ogden, Utah

Harry W. Brintnall Co.,
San Francisco, Cal.

total length of transparent middle wrapping, 2 1/2 in.; total width, 2 in.; total length of foil inner wrapping and width thereof, the same as the transparent middle wrapping; total thickness of wrapped specimens, 1/4 in.; total weight, taking all portions together, 1/2 ounce.

Fig. 7 shows an interesting tinted foil wrapping emanating from the oval chocolate biscuit branch of the confectionery trade. The whole sheet is made up of A, B and C, C being the base of the biscuit itself and B the marginal strip showing its thickness. From this it follows that folds will be made corresponding with the dotted lines which separate A from B and B from C.

A separate sketch of the top is given, as this carries a seal. The whole top is made up of A plus B, and the octagonal seal is shown at B. This frequently carries a design but no actual wording, and is tinted on its outer surface and adhesive covered on its inner surface. It grips the top well, but the purpose is purely ornamental, as it does not hold any foil in position. A separate sketch of the seal itself is shown at Z.

Turning the model over, the entire base is made up of A, plus B, plus C, plus D, plus E. In most instances the foil is first turned over to form A; B is then turned on to it, and conceals a portion of it. When this has been done, C is turned over on to these two, and followed by foil turns correspondingly with E and D. Although attractively tinted foil on the outer surface is required, printing is not usually specified.

Dimensions of this type of sealed foil wrapping are as follows: Length of whole sheet, 5 in.; width, 3 3/4 in.; seal measurements, 1 1/2 in. x 1 1/2 in.; total thickness of wrapped specimen, 3/8 in.; total weight, taking sheet and seal together, slightly under 1/4 ounce.

Fig. 8 illustrates an attractive type of transparent paper wrapping in which rock sugar sticks of horseshoe form are retailed to the public. Taking the whole sheet first, this is made up of comparatively narrow strips A and D, and a major portion B, with the specimen *in situ* lettered C. Fold lines are required along the dotted lines EF and GH, while folds are also necessary along the upper and lower margins of C, though these are more turns or curves than actual folds.

A separate sketch of the top is given, showing the horseshoe form of the model, and so far as the actual top is concerned only one thickness of paper conceals B and A, with other thicknesses below, i. e., on the under surface. The base, however, is more complicated, several thicknesses of paper being used to form the flaps lettered C, D, G and H in one case, and E, F, J and K in the other. The line P2Q represents the inner edge of the flap covered paper, but this on closer examination proves to be a fold line, and hence is dotted, i. e., a double right-angle bend is made so that the paper can be turned toward the letter L to add additional strength. Over this fold line and nearly to the point of H and J is turned the paper which covers A plus B, a further edge in the actual model being nearly an inch below the line 2PQ. From this it follows that the major portion of B and the major portion of L is one thickness of paper only, and that only a comparatively narrow strip compared with the size of the actual base is of three thicknesses of paper, namely, that round about the line 2PQ.

Dimensions of this type of paper wrapping are as follows: Total length of whole sheet, 15 in.; total width, 10 in.; thickness of wrapped specimen, 1 in.; length of wrapped specimen, 5 1/2 in.; width at base, 3 in.; total weight uncharged, under 1/4 ounce. No printing is as a rule required either on the outer or inner surface of this example.

A New Package for the Babies

A charmingly executed package has been designed for baby blankets manufactured by S. Blechman, New York, as shown in the accompanying illustration. For packages that interpret the juvenile spirit, this is one of the best ever brought out. Yellow is the background color of the carton with the lily pond motif and infant figures in true colors. All the little characters of folk lore so dear to the hearts of youngsters occupy intriguing positions on the cover and along the sides of the top of the carton. They are exquisitely carried out in blues and reds, each in a different fascinating posture. The brand name and product is given a prominent display value by its execution in white against a blue-gray square panel.

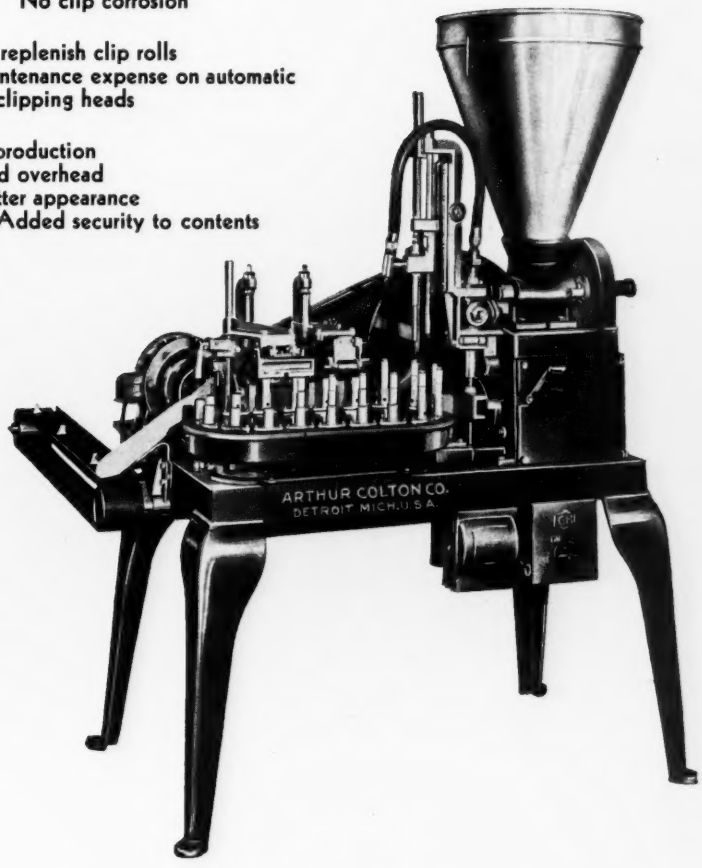
As the illustration shows, the design of the carton, as well as that of the trade mark, is used on the identification tag on the blanket. This is reproduced in identical colors. The complete package is eye-arresting and interesting from both a merchandising and packaging angle.

THE COLTON CLOSURE WILL PAY YOU

No more clips to buy
No clip stock to carry
No clip wastage
No clip corrosion

No stops to replenish clip rolls
No maintenance expense on automatic clipping heads

Continuous production
Reduced overhead
Better appearance
Added security to contents



THE Colton Closure is a new method of sealing a collapsible tube, eliminating the clip entirely and giving a more decorative appearance with greater security to the contents.

It is completely formed on the new Colton Automatic Tube Fillers by making the two usual double folds, making a third fold in the reverse direction, and then securing and giving more rigidity to the folds by corrugating the folded end.

The Colton Closure is an investment which pays you dividends immediately, through savings in time, labor, and material.

Write for a sample tube and full information on our new machines.

COLTON DETROIT

ARTHUR COLTON COMPANY
DETROIT MICHIGAN

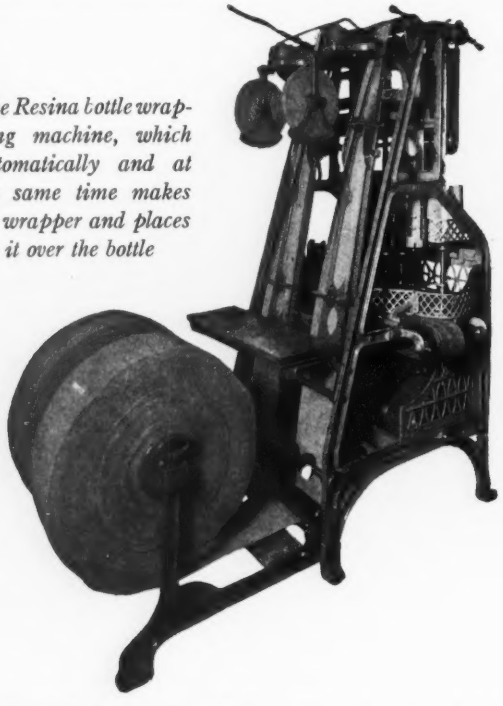
MACHINERY — SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

New Bottle Wrapping Machine

The first machine constructed to automatically make a bottle wrapper from a roll of indented paper and at the same time place this wrapper over a bottle automatically introduced into the machine and discharge it therefrom is offered by Edward Ermold Company, Hudson, Gansevoort and 13th Sts., New York City. This is known as the Resina automatic bottle wrapping machine.

In operation, the bottles travel into the machine from the labeling machine in a single line at a capacity of between 60 and 80 bottles per minute. Immediately after the bottles go into the machine, a divider automatically divides the line into two lines and the bottles continue their travel until they come to an automatic stop which holds the bottle until a reciprocating section moves into place, at which moment the bottle automatically advances within the range of this reciprocating carrier and the bottle is carried over to a section of the machine where an automatic elevating attachment carries up the bottle into the wrapper which has been made and automatically held open by two gripping fingers or hooks.



The Resina bottle wrapping machine, which automatically and at the same time makes the wrapper and places it over the bottle

As the bottle reaches the end of its upward travel, an arm comes in and automatically pushes the bottle with the wrapper covering on to a slowly revolving disc which then carries this bottle out of the way of the next bottle. Any arrangement can be made for conveying the bottles after they have been carried around at the rotating tables. The machine is a duplex, each section does as a limit 40 bottles to the minute. The operation of the wrapper making mechanism is also simple. The indented paper comes in rolls from the mill, is slipped onto a bar and then runs over a wheel or die which revolves, and at each revolution makes a cut into the traveling paper which cut forms one of the primary successful features of the machine.

The paper then advances in its travel up into a forming casting which folds the paper automatically so that both edges touch. As the folded paper goes over a large roller, gummed tape automatically meets it at this point and covers the two edges of the wrapper and as the folded paper and gummed paper tape advance together, it passes over a roller which secures the gummed tape to the indented folded paper. The wrapper is then in a long piece and continues its travel down a chute, while a rotating knife automatically cuts off the strip, thus making the wrapper. The cutting off is done just at the point where the paper is notched, for this notch serves in the finished wrapper to permit of the two opening hooks to pass into the wrapper and then open up automatically, opening the wrapper at the end of the chute so that the bottle neck readily passes into the wrapper and the complete operation is finished.

The machine is equipped with an automatic clutch so sensitive that if a bottle falls or in any way gets jammed, this clutch cuts out instantly, saves breakage to the container, damage to wrappers or damage to the machine.

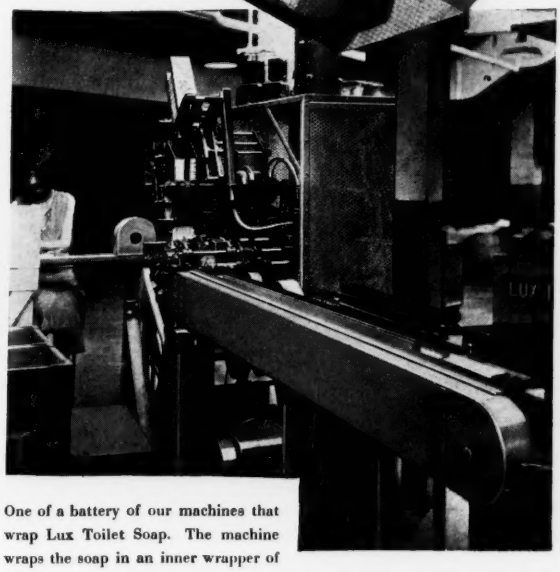
At the present time the machines are being constructed for only one size and type of bottle for each machine, but it is hoped with future developments and improvements that it may be possible to develop the machine so that other than the ordinary 12-oz. round beverage bottle will be capable of being handled by the machine.

"I am intended for fastidious women"

says this LUX package

Yet it is produced at extremely high speed

(150 per min.)



One of a battery of our machines that wrap Lux Toilet Soap. The machine wraps the soap in an inner wrapper of glassine; folds a piece of cardboard around the cake, and seals the whole in a printed wrapper – 150 cakes per minute.

A PACKAGE of Lux toilet soap literally says "I am intended for fastidious women." The design of the wrapper follows the motive of her tiled bathroom, and the wrapping is so smooth and neat, one cannot help but feel that here indeed is perfection expressed in soap.

To examine this fine package you would hardly believe that it could be produced at the rate of 150 cakes per minute. Yet that is the speed at which our soap wrapping machine works.

The machine wraps an inner glassine wrapper around the soap, folds a piece of cardboard around the cake, and encloses the whole in a printed wrapper, folding and gumming the flaps. All of these operations are performed with such lightning like rapidity that the eye is absolutely incapable of following them, although the mechanism is in full view.

High speed is an important factor in keeping production costs at a minimum. And, of course, a fine looking package is a great sales help.

"Packages that sell, produced at low cost." This is what every package goods manufacturer wants, and it is our business to give it to him—whether he makes soap, food stuffs, cigarettes, candy or any other product that can be sold in a package.

PACKAGE MACHINERY COMPANY
SPRINGFIELD, MASSACHUSETTS
New York Chicago Los Angeles
London: Baker Perkins, Ltd.

PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

New Stapling Machines

New stapling machines equipped to properly card or attach practically all items so that they can be merchandised in the modern way, namely, in open display, are manufactured by the Acme Staple Company, 1643 Haddon Ave., Camden, N. J. These machines open up an entirely new field for the merchant, especially for that of merchandise in the category of five- and ten-cent items. The machines are all foot power operation and are inexpensive, costing only from $50.00 to $75.00, according to the work desired. The illustration shows one of these stapling machines, which has been adapted for the attaching of transparent cellulose bags to display cards.

New stapling machine for attaching transparent cellulose bags to display cards

Display Cellophane Wrapped Product

A display of Cellophane-wrapped noodles as shown in the accompanying illustration is now being featured in one of the boardwalk windows of the Du Pont Exhibit in Atlantic City. The following manufacturers were represented: Traficanti Bros., and F. L. Klein Noodle Company, Chicago; The Foulds Milling Company and The Golden Age Corp., Libertyville, Ill.; Zucca's Food Products Corp., New York City; Roman Macaroni Company, Inc., Long Island City, N. Y.; Prince Macaroni Mfg. Company, Boston; S. Viviano Macaroni Company, Carnegie, Pa; The Pfaffman Egg Noodle Company, Cleveland; and The Skinner Mfg. Company, Omaha, Nebraska.

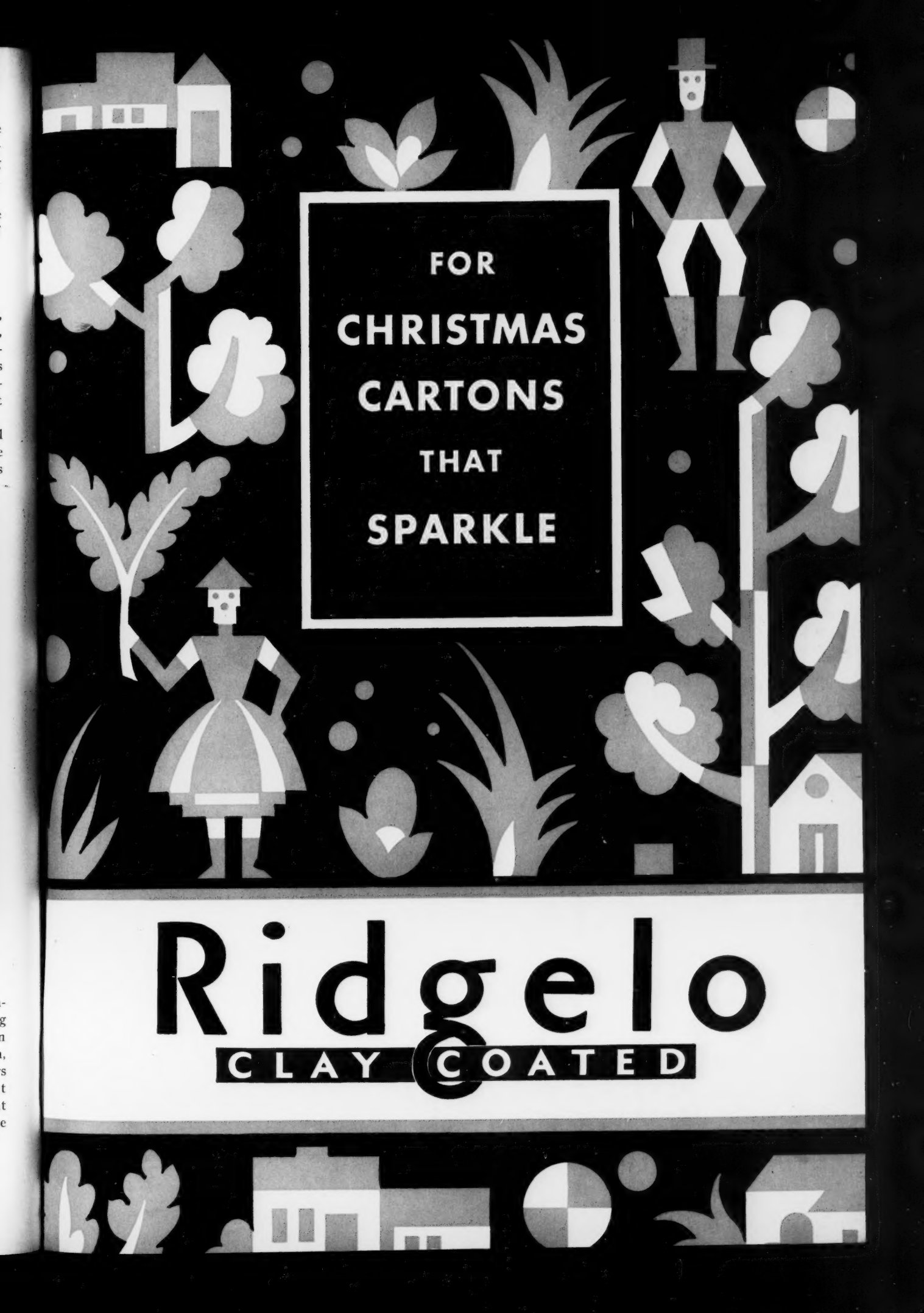
The background of the window was arranged by the use of Cellophane-covered, over-size packages made of corrugated paper, painted to represent macaroni.

New Durez Package

One of the leading exponents of better packaging, General Plastics, Inc., North Tonawanda, New York, has announced a new and improved container for shipping its bulk product, Durez molding compound. It is a Fibrepac drum, specially moisture-proofed, sealed inside with Arkel paper, and outside with heavy kraft tape. They range in sizes from 1 lb., to 300 lbs.

Durez was shipped originally in non-returnable metal drums, and while this type was most practical from the standpoint of the shipper, the disposal of the drums when emptied was becoming a serious problem to consumers in localities where ordinances prevented junking or dumping. Changing conditions called for a change in packaging. With the adoption of the new fibre drum, the disposal problem is solved as the new containers either may be burned, broken up or destroyed without any trouble. This advantage was considered important enough by the company to warrant the necessary change in shipping procedure.

The new container in three sizes for shipping Durez, the molding compound product of General Plastics, Inc. They range in sizes from 1 lb., to 300 lbs.


FOR
CHRISTMAS
CARTONS
THAT
SPARKLE
Ridgelo
CLAY COATED

A SUGGESTION

to MAKERS *and* USERS

of

Christmas Cartons

Ridgelo

CLAY COATED

Folding Boxboard

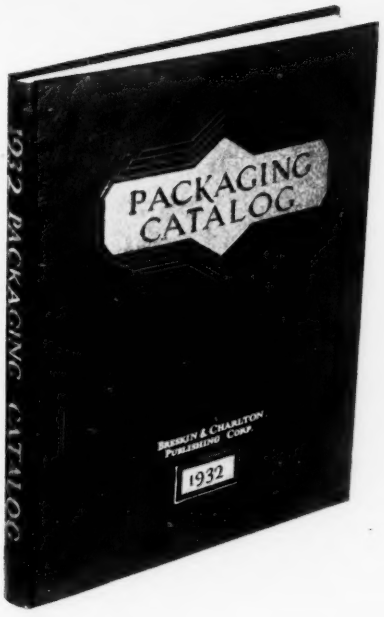
LOWE PAPER COMPANY

RIDGEFIELD, N. J.

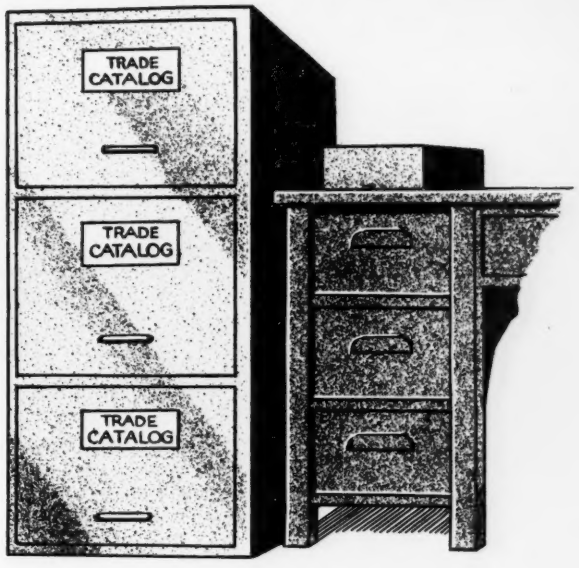
THIS INSERT IS

RIDGELO CLAY COATED BOXBOARD

COATED WHITE TWO SIDES



VS



WHAT A WHALE OF A DIFFERENCE!

CAN you afford a librarian to take care of the multitude of trade catalogs that deluge you in the course of a year?

Of course not—but that is the only way to maintain a catalog file with any semblance of order UNTIL YOU DISCOVER what a whale of a difference the

PACKAGING CATALOG

will make in finding what you need—when you need it.

It contains information about everything for modern packaging and packing—a comprehensive treatise (over 100 pages of information on the various divisions, machinery—protective papers, cartons, set-up and molded boxes, lithographed cans, etc.) plus the full catalog of all the important suppliers of machinery, cartons, lithographed cans, protective papers, set-up and molded boxes, etc.

Use it often—it is your encyclopedia of packaging.

PUBLISHED BY

BRESKIN & CHARLTON PUB. CORP., 11 PARK PLACE, N. Y.

The Evolution of the Wax Paper Business

Housewives appreciated the importance of waxed paper long before the intrinsic merits of this product were appreciated by the manufacturers. Used for wrapping sandwiches, packing lunches, wrapping flowers, etc., it was second hand, having formerly been used as wrapping for bread.

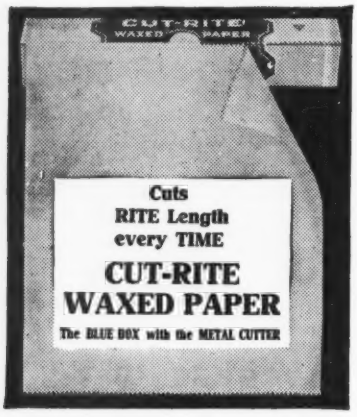
The demand for household use became so urgent a few manufacturers merchandised it in loose sheets, packed in flat packages or boxes. But this method,

The Cut-Rite waxed paper package with patented metal edge

though a forward step, had its disadvantages. The packages were bulky, sheets became wrinkled and soiled and were of the same size regardless of whether the housewife was wrapping a small sandwich or packing a large lunch. In order to conserve the paper it was necessary to cut it in smaller pieces, many of which would be left over, resulting in considerable waste.

Even before waxed paper was sold by the retail grocers housewives were daily asking them for waxed paper that would be convenient, compact and economical.

The persistent demand eventually bore fruit with the development of Cut-Rite waxed papers by the Automatic Paper Machinery Company, Elizabeth, N. J. Engineers of the company made a careful investigation and found out exactly what housewives required.



Another view of the Cut-Rite waxed paper package showing its perfect cutting device

It was decided that waxed paper should be packed in rolls rather than in flat sheets so that the housewife could cut the size desired, and the paper always remain in perfect condition.

The next problem was to develop a package for the roll that would cut the waxed paper from the roll quickly and easily. Today Cut-Rite Waxed Paper boxes, as shown in the accompanying illustration, are equipped with a patented, serrated metal cutter. The housewife pulls the paper from the box, any length she desires, holding the box in one hand and the end of the waxed paper in the other and quickly and easily cuts the waxed paper on the patented metal cutter the exact length she needs. Furthermore, instead of having a ragged torn edge, the waxed paper is cut on the metal cutter with a neat pinked edge, as if it had been stamped out with machinery.

The Cut-Rite box represents a new idea in packing waxed paper. It is absolutely sanitary, the unused paper always remaining in the box fully protected until needed.

¶

Owners of penny scales, vending machines and similar devices have found that to be profitable the device must have an attractive appearance. The Edward G. Budd Company, of Philadelphia, is using Allegheny metal, the stainless chromium alloy, for the decoration of devices of this sort. The body of the machine is finished in dark lacquer, with which the bright silver color of the alloy contrasts sharply.

The alloy has a special appeal for such uses if the machines are to be located near the seashore since this metal is not affected by salt air or salt water.

Pyramid Display Patents Granted

M. M. Einson, president of Einson-Freeman Co., Inc., of Long Island City, N. Y., lithographers, specializing in counter and window display advertising, has been notified by the Patent Office that patents have been granted him on two types of pyramid displays.

Number 1,822,570 represents the Listerine type and number 1,822,571 represents the Mulsified Cocoanut Oil pyramid type. The pyramids are lithographed on one piece, assembled and shipped "knocked down." By opening up and locking a few tabs, they are ready for display. Many national advertisers have already accepted the pyramid display as a merchandising unit to replace empty cartons for display purposes.

The third patent granted, number 1,822,569, is a tire holder made in two sections. A simple locking device makes it unnecessary to glue or use fasteners of any kind to set up and hold a tire of any weight, or other heavy merchandise. The weight of the objects clamps the holder in a vise-like grip. The Einson-Freeman Co. are owners of the basic patent of the famous double-tier containers and many other advertising display devices.

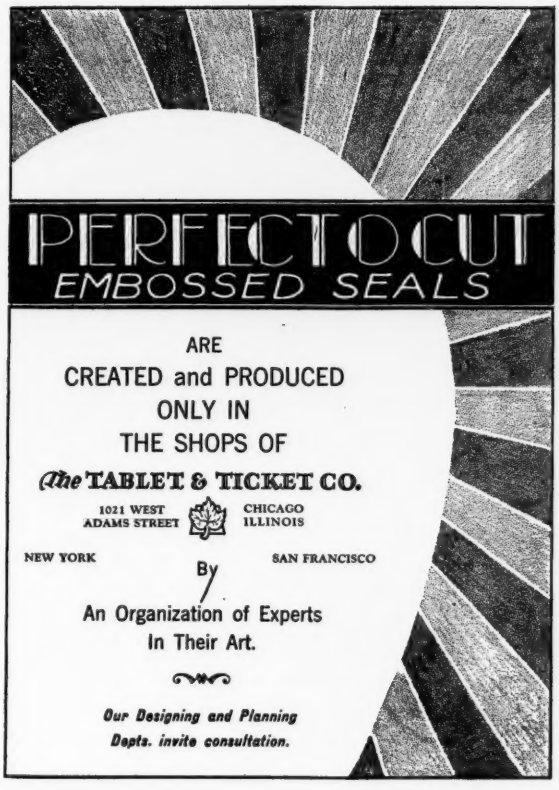
¶

R. A. Jones & Company reports a re-order from The Co-operative Wholesale Society Limited, of Irlam, near Manchester, England, for 20 of their machines.

WHEN any product goes directly from the manufacturer to the user, economy is effected. Wilson *rust-resisting* copper wire is purchased by you direct. No need to tell you about the quality. You can see for yourself, for a sample coil is yours for the asking.

DIRECT BUYING
=
ECONOMY, QUALITY

WILSON STEEL PRODUCTS CO.
4900 S. WESTERN AVE. CHICAGO, ILL.
General Factory Supplies, Inc., 27 W. 4th St., New York, N. Y.



ARE
CREATED and PRODUCED
ONLY IN
THE SHOPS OF
The **TABLET & TICKET CO.**
1021 WEST ADAMS STREET CHICAGO ILLINOIS
NEW YORK SAN FRANCISCO
By
An Organization of Experts
In Their Art.

Our Designing and Planning Depts. invite consultation.

Which *Will Move* ***YOUR*** *Goods?*

UP TO 100% *Sales increase reported by point of purchase advertisers!*

★ *DeLUXE Merchandise Displays are built of steel for permanent use. Each display is designed to meet merchandising objectives of the product. The list of users reads like the blue book of American business. Recommendations of our display specialists do not obligate you. Write.*

WHERE the dealer places your goods is as important to you as his order. Stocks out in front get the call. A permanent DeLUXE Merchandise Display that cannot be buried, places your line "in location" and *keeps* it there.

Sells the Dealer *Right!*

Your salesmen have the selling advantage of a definite merchandising plan that appeals to the dealer—a plan that insures a definite minimum stock order. Improves store appearance, takes little space, keeps product on display well within the advertiser's control.

DeLUXE Merchandise Displays make selling to the trade easier and pay out quickly by increased turnover. The most positive sales insurance known that will back up consumer advertising. In use by drug, hardware, grocery, stationery, roofing, polish, and candy manufacturers. Our display specialists will design a merchandise display that will fit the needs of your requirements. Write for details.

Address Dept. C

SOMMERS BROS. APPLIANCE CO.
Saginaw, Michigan

New Packages for Quick Frozen Foods

The introduction of Birdseye quick frozen packaged foods in New York City—via Wanamaker's—indicates that large scale distribution of these products, so expectantly awaited by the entire food industry, is a matter of only a short time. The first marketing experiments were begun in Springfield, Mass., more than 18 months ago; but expansion has been deliberately slow due to problems involved in packaging and in perfecting equipment and methods for retail distribution.

Both of these difficulties would seem now to have been overcome. During the last four or five months, refrigerator manufacturers have developed display cases for the use of retailers which provide ample showcase space, storage facilities for a substantial stock and above all can be depended on to maintain the maximum permissible temperature of 10 degrees above zero at which Birdseye products must be held until their sale to the consumer. More recently, package engineers of the Robert Gair Company perfected a paperboard carton with a fixed inner lining of transparent waterproof cellulose which appears to solve most of the difficulties encountered in finding a suitable container.

Packaging of quick frozen foods for retail distribution requires special cartons. The carton shown, which is the latest developement for this type of product, is designed with a transparent waterproof cellulose liner attached to the waxed box. The illustration shows the unformed and formed carton.

Packaging is an essential feature of this new development in foods, first, because the distinguishing mark of the Birdseye process rests on the fact that the foods are packaged first and then frozen in the containers; second, because their acceptance by consumers undoubtedly rests to a considerable extent on the clean, fresh appearance of the package. The average housewife is apt to be loath to experiment unless a new food package meets these requirements, and since many of the items of fish, meats, fruits and vegetables now offered in this form have a considerable moisture content, including the natural juices on which flavor is so dependent, it was necessary that some sort of moisture-proof carton be devised to prevent leakage.

The new package offers a typical instance of how often during the development of quick frozen foods the technicians have been called on to do something which had hitherto been considered impossible. For a number of years, the various branches of the food industry have been keenly aware of the advantages of transparent waterproof cellulose as a wrapping for their products because of its cleanliness, its strength, its moisture-resisting qualities. The one difficulty connected with its use is that it resists pasting or gluing. The outer paperboard cartons used for Birdseye products likewise resist gluing because they are wax coated to make them greaseproof. In other words, the package engineers were called on to produce a box consisting of two glue-resisting materials pasted together.

The new box makes possible the packaging of moist or semi-liquid products with complete safety and is designed so that the housewife can inspect the contents merely by lifting the outer paperboard flap without disturbing the transparent inner container. For the manufacturer it has the further and extremely important advantage of making filling by machine possible, whereas the old method failed not only in leakage protection but also required hand wrapping of the inner package and inserting in the carton.

The importance of the new package was stressed recently by Clarence B. Birdseye, inventor of the process, when he said: "The fixed cellulose liner gives us the control over our product which we have hoped for from the beginning. Our practice until now has been to use a loose sheet of cellulose for the inner wrapping. This method has not proved sufficiently exact. The sheet might not fold just right when the package was closed, with the result that portions of the contents might remain exposed and show marks of oxidation or desiccation. The result would be a slight line of discoloration on meats or vegetables, which might appear questionable to a prospective customer, particularly if she had never used these products before. In the case of irregularly shaped products such as strawberries, let us say, there was always the danger under the old packing method of having a berry fall between the inner cellulose wrapper and the outer carton. As the cartons moved along to the freezing machine, that berry might be crushed and the carton badly stained. With a fixed inner lining of cellulose, as in the new carton, that is impossible."

Waldron PAPER Rolls

take longer to make and last longer in use — the best roll value obtainable

The paper converter, the box maker, the consumer —watch them each run a finger over the surface of the embossed design to judge its quality. To be attractive, embossing must be *good* embossing.

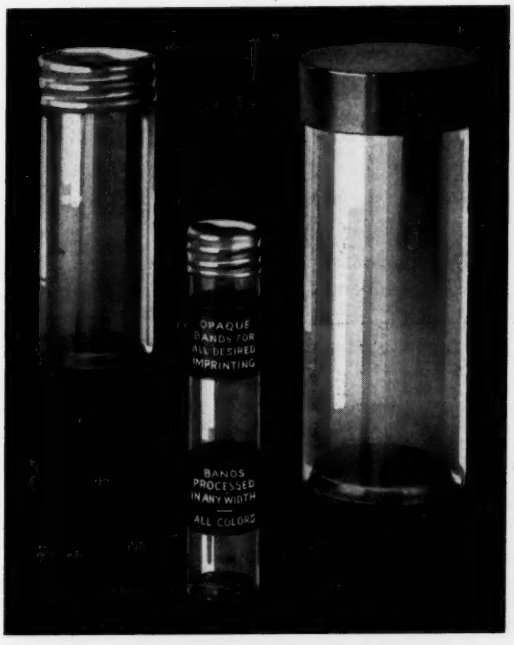
Waldron Rolls are scientifically designed, correctly built and conditioned to provide this superior quality of embossing. Write for instruction sheet, "How A Paper Roll Should Be Run In."

JOHN WALDRON CORPORATION

MAIN OFFICE AND WORKS, NEW BRUNSWICK, N. J.

CHICAGO NEW YORK PORTLAND, ORE.

Featherweight Beauty - - -



but UNBREAKABLE

80% lighter than glass

That's a point of service and savings that is practical and economical:

HYCOLOID MODERN VIALS

BOTTLES—TUBES—JARS

and specially designed containers

THEY ELIMINATE LABELING COSTS

Unbreakable HYCOLOID products have their "Labels" processed on the container in any color. They can be filled by machine, and equipped with molded or metal caps. Made transparent, opaque or colored.

Send for Samples { **Test them for durability—and for lowering shipping costs**

HYGIENIC TUBE & CONTAINER CO.

46 AVENUE "L" NEWARK, N. J.

Rubber Plates Print True Ink Values

(*Continued from page 39*) decorate envelopes and note paper, both with metallic as well as flat oil inks. One of them stated that the results obtained from printing gold and silver inks are at least twice as good as those from metal and that he is now doing in one impression what it took him two to do with metal.

In rubber, a plate if used properly will place the printed box in a field of creative development of the first order. It will take it out of the highly competitive class and give it individual distinction. It will undoubtedly give sales superiority to the box maker or printer who most thoroughly and attractively develops its use. The one who first utilizes the rubber plate for all types of printed boxes, in any field, looks beyond the end of his nose and produces, with the aid of rubber, the right kind of art work, brilliantly printed. Modern art technique is unusually well suited for the hand engraved rubber plate and each should help the other to develop a box treatment that is unusual and distinctive.

The group at the left of the illustration on page 38 shows boxes decorated in a modern way with a type of design treatment best printed from rubber. In fact, on certain glazed box papers, this type design cannot be satisfactorily printed except from rubber plates. The broad expanses of color uniformly printed from rubber with one impression, giving bright, true color values, become the attractive centers for boxes of this type. Now that a satisfactory and dependable oilproof rubber plate has been standardized, many new and varied creations should be developed. It is what the public demands and is consistent with good design. Just as modern ocean liners have made possible an increased tourist travel, so rubber plates will open up new opportunities for different and more varied styles of designs for packaging treatment.

No longer will it be necessary to tolerate solid printed colors on box top designs that do not equal the original brilliance of the ink as made. No longer will it be necessary for the up-to-date box maker to regard price as the only determining factor in getting an order. Oilproof rubber plates are here to give a truer and more perfect color value to the printed box cover.

Simplicity of Design Wins Recognition

(*Continued from page 35*) shade of powder the box contains showing through the transparent window gives the prospective purchaser an exact picture of how each particular shade blends with the tone of individual complexions.

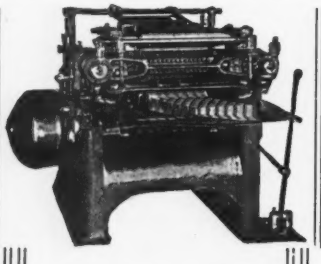
The Louise Kent line is complete from mascara to nail polish, and even the metal containers for compacts and such, bear the identifying colors. The jars for cold cream, cleansing, tissue and vanishing cream are sealed with blue phenol resinoid tops and the silver and blue label circles the jar entirely. The closures with applicator attached for the containers of manicure preparations are also of phenol resinoid.

An interesting note in the packaging of Louise Kent preparations is the use of silver Artcote paper cartons for the majority of these products. Each of the three perfume odors in the sample size—for morning, afternoon and evening use, respectively—eye pencil, mascara, lipstick, nail polish, remover, compact and the various creams are packaged in cartons of this material, with the decorative motif, lettering and trade mark printed in blue. This method of packaging, particularly, considering the type of material used, brings these preparations into the distinct class of worthwhile products whose quality is fittingly accorded an appropriate setting.

¶

C. R. Whiting Company, Inc., has commenced operation at its new plant at 620–650 Main St., Hackensack, N. J. This plant has been carefully laid out to take care of the development of various new features of fancy papers as well as plain-coated and embossed papers.

The new sample books of the C. R. Whiting Company for 1932 are now ready. While all of the new styles and processes are not shown in this book there are a large number of new types of papers illustrated including the attractive new floating-color papers. A copy of this new book may be had for the asking.

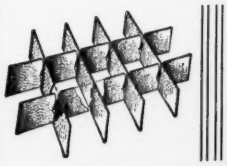


We can make any type partition by building the units for any particular size or design.

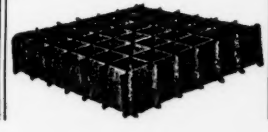
AT THIS TIME, WHEN PRODUCTION EFFICIENCY IS THE IMPORTANT THING THAT COUNTS, OUR NEW IMPROVED VAILCO NO. 3 MACHINE FOR MANUFACTURING PARTITIONS OF ANY TYPE OR KIND WILL FILL YOUR EXACT NEED —SPEEDY AND ECONOMICAL, IT AUTOMATICALLY PRODUCES THE COMPLETE LOCKED PARTITIONS FROM ROLL PAPER BOARD

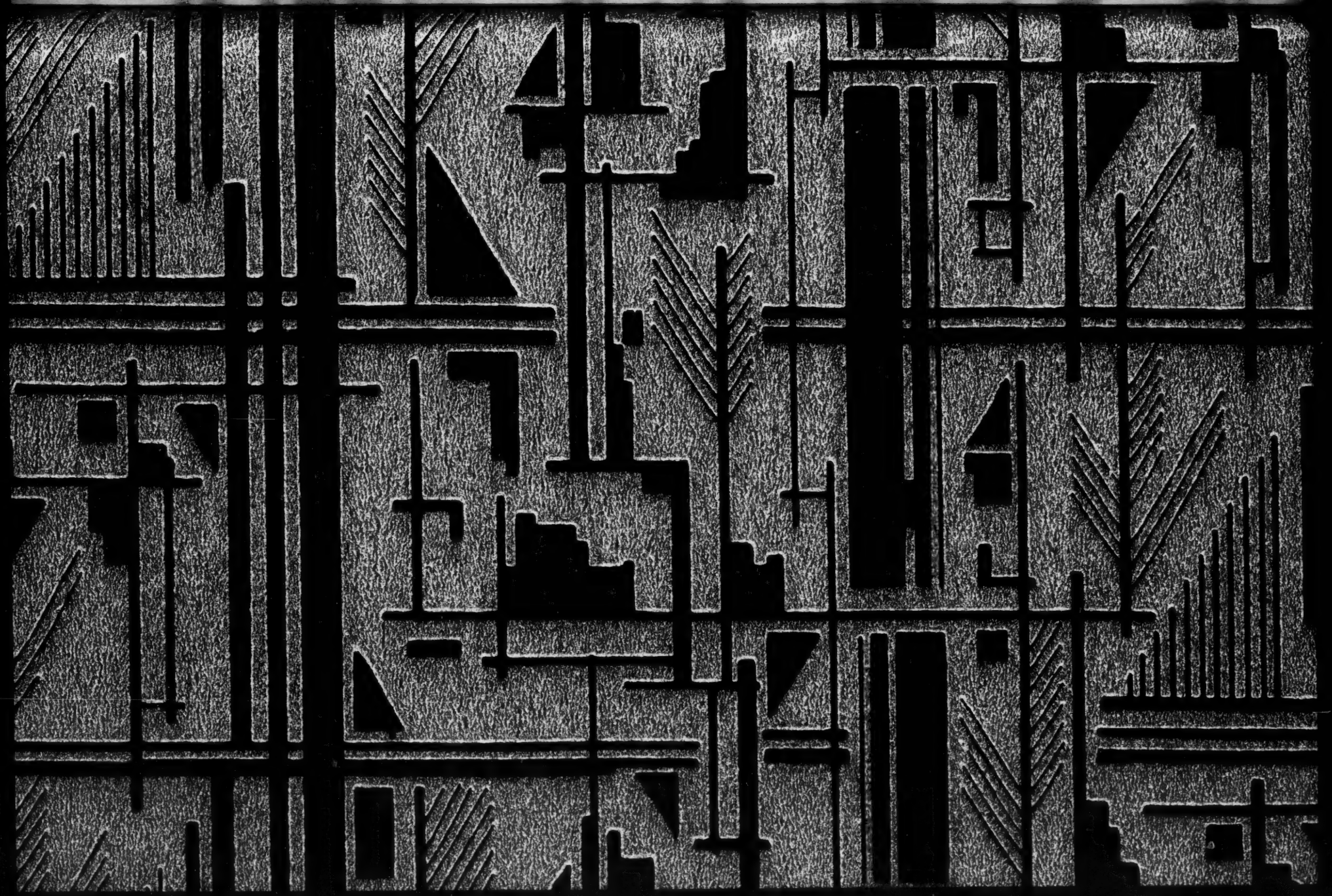
◆

PARTITION MACHINERY, Inc.
SECTION C—569-589 East Illinois St., CHICAGO
Cable Address: SELF-LOCK, CHICAGO



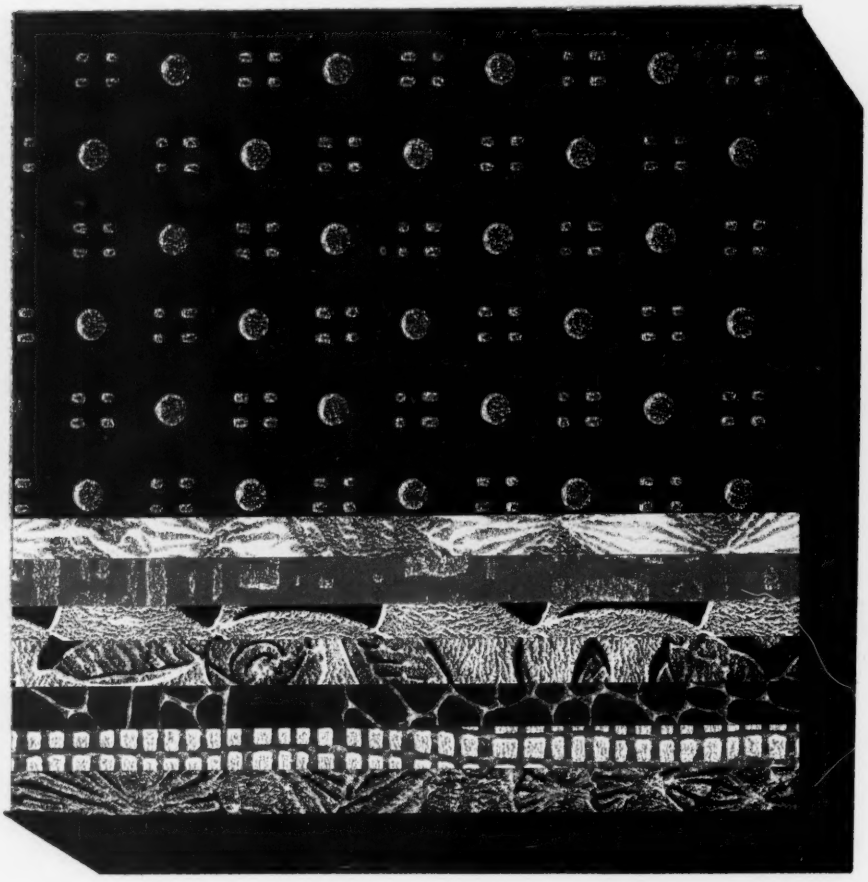
As an extension of our service, we now manufacture partitions for the trade.





GOLD *and* SILVER

in these popular designs



—give them a live sales appeal that is applicable to practically any type of package, because the patterns lend themselves admirably to boxes large or small, and the lines are, for high-grade coverings, agreeably low-priced.

But if none of the patterns shown here appeal to you, why not let our Art Department master your individual needs and present a special design? It is all part of our selling plan and will cost you nothing. Just drop us a line and test our willingness and helpfulness.

This insert is printed on 6599 S Black. It's a striking design yet conservative in its modernism—true to the latest trends and Marvellum's adherence to them. It's very, very new and distinctive.

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Papers **THE MARVELLUM CO.** *Distinctive*

HOLYOKE, MASSACHUSETTS, U. S. A.

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THE HOTEL MAJESTIC

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PHILADELPHIA

400 LARGE ROOMS
$2.00 DAILY

Single, with running water
$3.00 single with private bath
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Garage Connected with Hotel.

WIRE AT OUR EXPENSE *for* RESERVATIONS!

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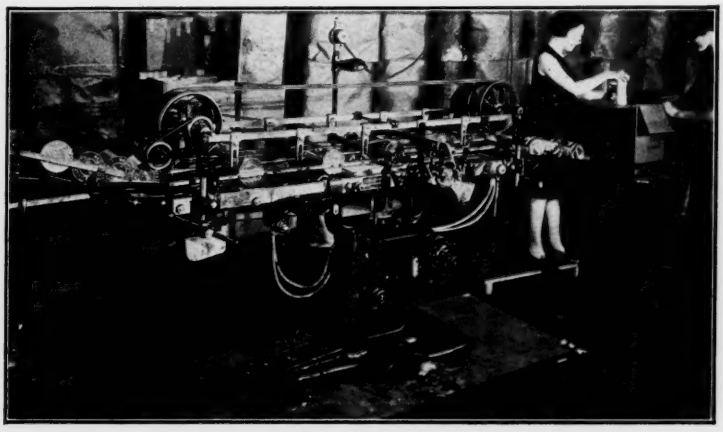
Mgr Dir

PROTECT YOUR PRODUCT WITH PAPER TUBES

MAKE sure that your product reaches its destination intact and unmarred. It can be done very easily and economically with Cleveland Tubes, Cores and Containers. The sizes range from 1/8" inside diameter to 20". Let us have your product and we'll mail it back to you—Cleveland-protected—with prices and specifications.

CLEVELAND CONTAINER CO.
10421 BEREA ROAD, CLEVELAND, OHIO
Plants: Cleveland — Philadelphia — Detroit — Hoboken

NO LABEL PROBLEM HERE



Speed doesn't bother a Burt Labeler; in fact, it likes hard work . . . the harder the better. With rapid efficiency it clicks off the round cans as fast as they come.

Label problems vanish before it, for Burt Labelers give the type of service that surpasses expectation. To borrow from Chesterfield, "They've Got to Be Good" or they can't be a Burt!

BURT MACHINE COMPANY

MAIN OFFICE and PLANT, BALTIMORE, MD.
Sales Offices: New York, Chicago, and San Francisco

AN ADHESIVE FOR EVERY MACHINE OR HAND OPERATION

CO-ORDINATION!
CO-OPERATION!

These are the two essentials for successful and economical packaging. There must be perfect co-ordination between package, machine and adhesive.

MIKAH

ADHESIVES

permit such *Co-ordination* and the *Co-operation* of our Technical Service Department assures it.

If you would improve operations and simplify your Adhesive requirements, write or telephone our nearest headquarters.

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1940 Carroll Ave., Chicago—883 Bryant St., San Francisco
15 Elkins St., Boston—1305 Germantown Ave., Philadelphia

WORLD'S LARGEST PRODUCER OF ADHESIVES

Sales Offices in all principal cities

Making Phenol Resinoids Design the Container

(*Continued from page 26*) the dominant note in the sale of the product solely through the use of design in phenol resinoid. Without what has been done with this material, Faoen undoubtedly would have been just another new, modern package. But because of its design, it clicked—clicked as has no other product of a similar nature within recent years. It has an overwhelming personality rare in package dress.

The company devoted one year to the development of this product and package. Because of the certainty that both were absolutely right, Park & Tilford gambled on success and immediately plunged into production on a stupendous scale. The price range of the product deterred them not at all in the manufacture of the package. It devolved into a tremendous enterprise where no expense was spared. The size and shape of the phenol resinoid closure, not obtainable even on expensive products, as previously stated, naturally, necessitated high cost in production. Increased this cost double, in fact, because of the two types of flacons used. This feature in the production of Faoen upsets the reliable maxim that the ratio of package costs must be in proportion with production costs. Bearing in mind, however, the distribution possibilities in the chain store field, this tremendous cost, made so because of the care and materials put into the manufacture of the molds, was simply an initial item—invested capital, so to speak. Production on a gigantic scale, plus nation-wide consumption in more than equal quantity, offset and caught up with, in a few short weeks, the large expense involved in the initial development steps of this packaged product.

The design of the closure as well as the label which in Faoen No. 12 is entirely black with the exception of the white and green lettering and decorative figure, were specially worked out by artists employed by the company. Faoen No. 3 has a gold paper label with lettering in black. These colors harmonize with the color of the contents. Indicating the consumer reaction to good design, an executive of the company reported that sales on Faoen reached an unprecedented high figure the very first day it was placed on store counters for display. A check-up on class response to Faoen showed that it broadened out the entire chain store field through the purchase of this product by women of means. Its size has another appeal in that it is convenient to carry in a woman's bag.

In no other instance can I recall a product that so definitely displays the possibilities contained in synthetic plastics for adaptability to package design in its fundamental concept. Now that concrete evidence has been brought forward of the part it can play in actually helping to make the design of the package, more should be done along this line. It will solve many problems, chief of which is that of monotony in package dress.

Trade Literature

◆ PACKAGING MACHINERY

SEVERAL MACHINES are illustrated and briefly described in a folder, "Package Machinery That Speaks Six Languages," issued by STOKES & SMITH COMPANY, Philadelphia, Pa. Speed, simplicity, durability, neatness, accuracy and results are claimed for this equipment which includes filling machines, carton top and bottom sealers, gross or net weight scales, envelope sealers, carton filling and sealing machines and tight wrapping machines.

◆ BOX COVERINGS

NEW LUSTRETONE papers from CHAS. W. WILLIAMS & CO., INC., 303 Lafayette St., New York, employ silver on seven different color grounds, giving a highly retentive appeal. Three patterns are included, two geometric, the third an engaging coin dot motif.

A BRILLIANT NEW GROUP for covering and lining purposes presented by the MIDDLESEX PRODUCTS COMPANY, 38 Chauncy St., Boston, comprise the Silver-Mode and Golden-Mode lines. They are exquisitely smart both in the plain and embossed, the latter in floral and geometric motifs. Silver-Mode affects both a high lustre and dull lustre finish in eleven and eight numbers, respectively. Golden-Mode in three grades comprises seven patterns in the lighter grade and eight in each of the two heavier lines.

¶

The public is rapidly becoming "paper minded" and approves of the sanitary as well as the low cost features of paper substitutes for the older cotton or linen laundered napkin or serviette, and there is an insistent demand that the paper substitute be not only soft and pliable and contain absorbing properties but that it must have an attractive appearance as well. No manufacturer of paper goods today can afford to lose sight of the appeal a truly attractive piece of merchandise makes when offered for sale. The introduction of real art into the manufacturing of the paper napkin or serviette, together with the low unit costs of goods, accounts for the present rapidly increasing demand by the public for the paper product.

The John Waldron Corporation of New Brunswick, N. J., builders of converting machinery, have developed an advanced line of folding, embossing and printing machines for the production of decorative paper napkins or serviettes. These new "Centennial" model machines produce decorative effects in either printing, embossing or a combination of both; provide a clean, shear cut, accurately registered to the pattern, and quarter-fold the napkin for greater attractiveness. All these operations are performed in sequence and these modern machines count the unit quantities of finished goods. Five hundred napkins or serviettes are produced per minute without undue strain or vibration.

The John Waldron Corporation has prepared an interesting and attractive catalog which completely describes and fully illustrates these new and popular models. Every executive in the converting field should become familiar with these modern types of processing equipment. The newest Waldron designs in crepe machines are also pictured and fully described.

GET OFF
the
SHELF
With
Wire Display
Stands

A coffee can and bag rack which is typical of the simple folding construction for counter display. This is one of half a dozen similar racks, that will sell can or package goods.

Dealers believe in display; they've seen it sell goods without effort. When you furnish (free or at cost) a display stand with your merchandise you give the dealer a good reason for taking your product out of the run of "stock" and spotting it where it will be seen and sell.

Union Display Stands and Racks are made in both sheet metal and wire. In most cases we recommend wire. Here are six excellent reasons:

They are more economical, yet they display your products more prominently and attractively than expensive cases and fixtures.

Very little of the steel wire rack shows, so that the rack will never detract from your product.

There are no expensive dies necessary for making wire racks. The cost per rack when made of wire is very little more in 500 lots, than on a quantity of 10,000 racks.

The steel wire racks take a very fine finish, and may be enameled any color.

Most all designs are made to fold up flat, for convenience in packaging and handling.

Any type of sign may be conveniently attached to your rack.

Our designers can produce a wire rack exactly suited to your needs. *Send the coupon for a new circular which illustrates 28 different types.*

UNION STEEL PRODUCTS CO.
521 Berrien Street — Albion, Michigan

UNION STEEL PRODUCTS CO.,
521 Berrien Street, Albion, Michigan
☐ Please send complete information on your display equipment.
☐ Please have representative call.

Name.....
Firm.....
Address.....
City.....
MP 10-31

UNION *Collapsible Wire* DISPLAY RACKS

CHICAGO'S BRIGHTEST SPOT
THE NEW
COLLEGE INN
"AMERICA'S MOST INTERESTING RESTAURANT"
made famous by BEN BERNIE the Old Maestro
and one of the features that make travelers choose
HOTEL SHERMAN
RATES FROM $2.50 WITH BATH
1700 ROOMS
1700 BATHS

RANDOLPH · CLARK · LAKE · LA SALLE · STREETS
CHICAGO

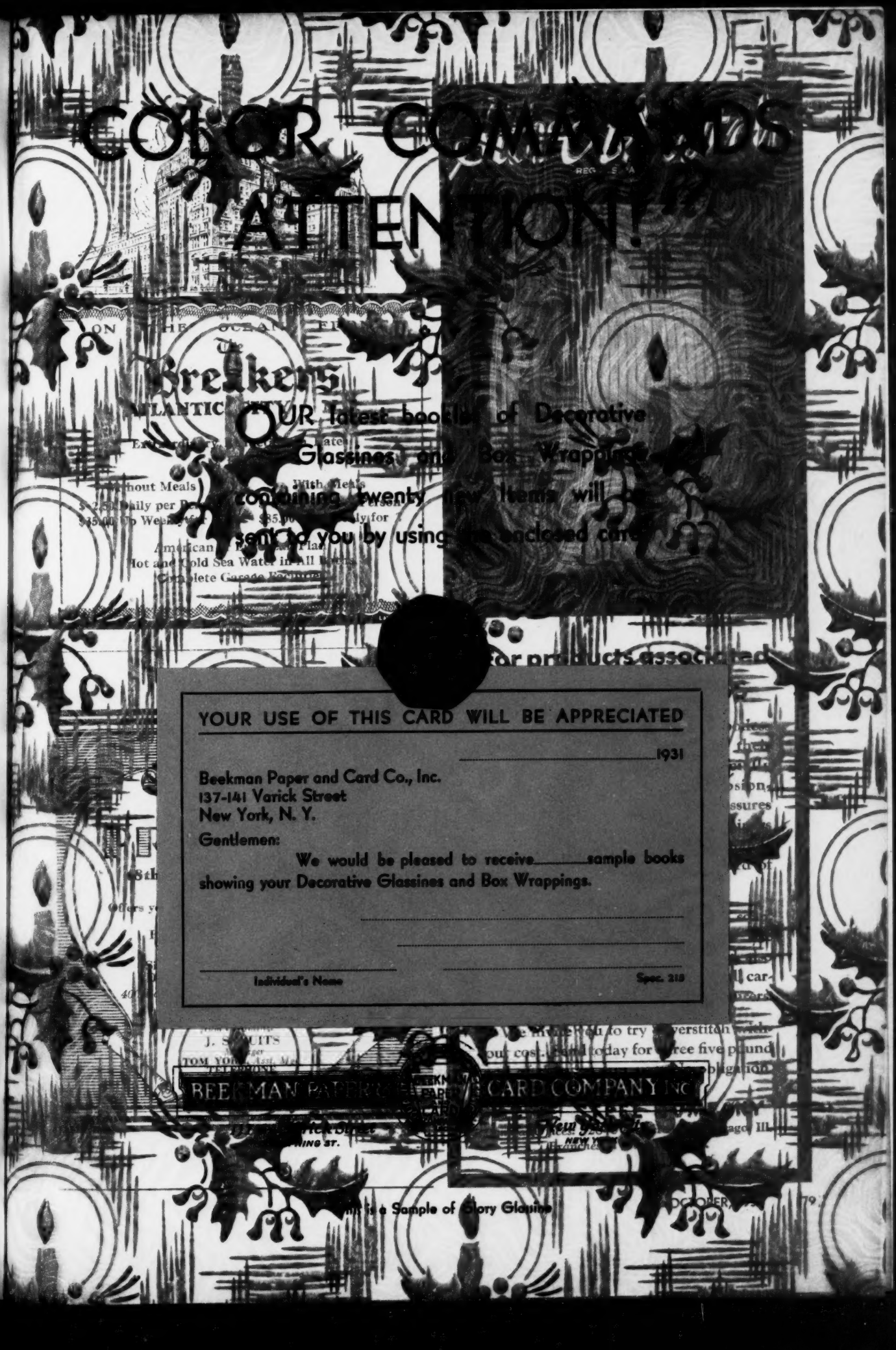
New Bottle Containers to Be Shown

Containers for bottled products are given much consideration by the manufacturer of carbonated beverages today. This applies not only to what may be termed the standard wooden box, or case, holding 12 or 24 bottles, but also to those of smaller capacity and of various materials which now are being used widely in marketing to the homes. With the large increase of the consumption of these beverages in the home, many innovations in bottle containers have been adopted by the industry. These include cardboard or fibre containers, known as home packages and holding fewer bottles than the cases usually used for deliveries.

The growth of the home trade also has been an important factor in increasing the turnover in wooden and other boxes used by the bottler. Many housewives prefer to purchase in full-case lots, but do not want dilapidated boxes in their pantries. In addition, the modern bottler recognizes that his boxes have a definite advertising value and the same attention is given to them as his trucks and other delivery equipment.

The manufacturer of bottle containers also is giving the bottler's needs increasing study for the same reasons, and several new types and designs will be exhibited at the annual exposition of the American Bottlers of Carbonated Beverages in Dallas, Texas, Nov. 9 to 13, which will be held in conjunction with the annual convention of that organization.

Specify
Gaylord Liners
WHEN ORDERING
CORRUGATED OR SOLID FIBRE
BOXES
ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS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ATTENTION!
OUR latest booklet of Decorative
Glassines and Box Wrappings
containing twenty new items will be
sent to you by using the enclosed card
YOUR USE OF THIS CARD WILL BE APPRECIATED
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Beekman Paper and Card Co., Inc.
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Gentlemen:
We would be pleased to receive sample books
showing your Decorative Glassines and Box Wrappings.
Individual's Name
Spec. 218
BEEKMAN PAPER & CARD COMPANY INC
This is a Sample of Glory Glassine

ON THE OCEAN FRONT

The
Breakers
ATLANTIC CITY N.J.

Extraordinary Reduction in Rates
As Low As

Without Meals	With Meals
$ 2.50 Daily per Person	$ 6.00 Daily per Person
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American or European Plan
Hot and Cold Sea Water in All Baths
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HOTEL PRESIDENT
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Offers you the best value in New York City

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ALSO
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400 Rooms each with bath and R.C.A. Radio
FREE GARAGE
"Just around the corner from everything!"
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TELEPHONE CHICKERING 4-3800

LATZ INC

Silverstitch
REG. U.S. PAT. OFF.

For products associated with CLEANLINESS

Firms with a reputation for spotless cleanliness in the manufacture of their products find Silverstitch especially valuable. The galvanized, corrosion-resisting finish of Silverstitch assures protection against rust marked containers at destination. It insures continuance of the manufacturers' high standard of cleanliness.

Hundreds of manufacturers of soap, food, candy, and allied lines now use Silverstitch in their own plant, and also specify "Silverstitch stitching" on all cartons ordered from box manufacturers.

We invite you to try Silverstitch without cost. Send today for a free five pound coil of the size you use. No obligation.

ACME STEEL COMPANY
General Offices: 2840 Archer Ave., Chicago, Ill.
Branches in principal cities.

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Matt. Thompkins Re-elected Mayor of Thompkins' Corners

"Real Folks" all over the United States will rejoice at the news that this popular executive has been returned to office with a large majority.

As the leading merchant of Thompkins' Corners his quality ideas are represented in his stock of household remedies, "Vaseline" products forming a large section of the display.

Peerless Tubes feel complimented that they have been called upon to supply a large portion of the tube requirements for the "Vaseline" preparations.

Like Mayor Thompkins our platform has always been quality.

Listen to the "Real Folks" at Thompkins' Corners every Monday night over N B C networks.

PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS

PEERLESS TUBE COMPANY

SHORT CUTS TO BIGGER SALES

More than one enterprising manufacturer seeking new markets and increased volume has found in a study of his package a short cut to both. By a change in design—or a container appealing to a new class of buyers—substantial sales increases have resulted. In such instances, we have been privileged to work side by side with manufacturers. Our men, through their close association with many packaging successes, know just what a package can mean to sales. They can be counted on to work with you to the fullest degree.

Your Canco representative will quickly put you in touch with this service. Talk to him the next time he calls.

AMERICAN CAN COMPANY

CANCO

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